

Darshan Panchal

BRAND & DIGITAL DESIGNER

Portfolio: [dartion.design](#) | [LinkedIn](#) | hello@dartion.design | +91 92653 60091 | Ahmedabad, India

PROFILE

Brand & Digital Designer with 6+ years of experience across brand identity, websites and digital products. I turn complex ideas into clear visual systems and intuitive experiences, working from early structure and design direction through final execution, developer handoff and QA.

CAPABILITIES & TOOLS

Brand identity, art direction, product design, UI/UX, responsive web design, design systems, wireframing, prototyping, developer handoff and design leadership

Figma, FigJam, Photoshop, Illustrator and Adobe XD

EXPERIENCE

Product & Visual Design Lead

Mar 2025 - Present

Inno Supps • Contract / Remote

- Lead a small design team working across digital products, business dashboards and visual communication.
- Translate business requirements into clear user flows, scalable interface systems and practical design direction.
- Plan and assign work, review design output and collaborate with the wider team through delivery and QA.

Independent Brand & Digital Designer

May 2024 - Present

[dartion.design](#) • Self-employed | Ahmedabad, India

- Lead brand identity, website and digital-product projects for founders, agencies and product teams, from discovery and wireframes through responsive UI, developer handoff and QA.
- Selected work includes Wordmatter, iDreamCareer, Enerdyne and Flout Beauty.

Design Consultant

Apr 2025 - Present

Flow Unbounded • Freelance / Hybrid

- Partner with a Webflow agency on selected brand and website projects, turning creative direction into polished responsive interfaces and developer-ready design systems.

Senior UI/UX Designer

Sep 2023 - May 2024

NinjaTech • Full-time | Ahmedabad, India

- Worked directly with clients to understand their requirements and translate them into user flows, interface systems and clear digital experiences.
- Contributed to UX research, wireframing, design systems and UX writing across different digital products.

UI/UX Designer / Graphic Designer

Feb 2020 - Sep 2023

Tekson Inc • Full-time | Ahmedabad, India

- Progressed from graphic design into UI/UX, contributing to hiring portals, project management systems and vendor management products.
- Built a broad foundation across brand identity, campaigns, image-making and interface design while working with different teams and project requirements.