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The Team



Prashant Golani
Founder & Design Head

A storyteller at heart, Prashant has varied experience in the field of Graphic Design, Animation and Filmmaking. An expert in branding, packaging and web design, his recent endeavour has been in the field of wedding designs, crafting and customising the visual extravaganza of elite weddings.

In his 10 years of cumulative experience, he has worked with corporates, hospitality businesses, startups, film celebrities, NGO's and solo entrepreneurs and has delved into the design processes of myriad industries. With such a variety of clients, Prashant has a very sensitive grasp of the pulse of the user's expectations.



Shamita Roy
Content Strategist & Copywriter

Shamita Roy is our Content Strategist and Business Head. A writer in her own right, she is a sharp communicator having spent more than 18 years in leading Advertising agencies. She has a solid foundation in business strategy and design and her executorial skills are par excellence.



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The Team



Maxima Basu
Design Strategist

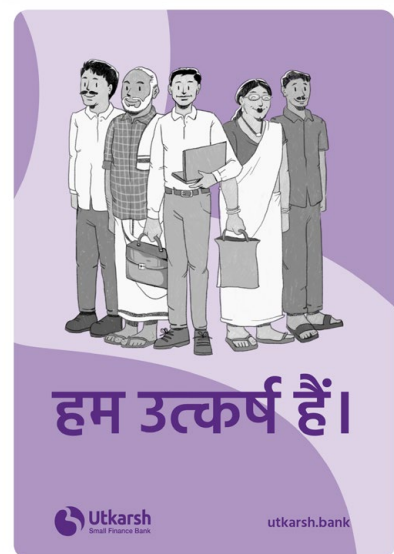
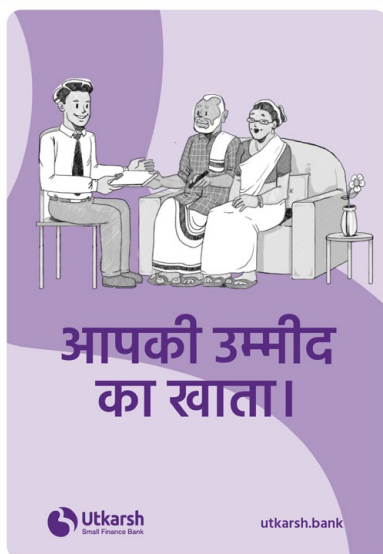
A popular name in Bollywood in the field of film costumes, Maxima Basu is much more than a celebrity designer. A deep design enthusiast at heart, she understands design deeply and her craftsmanship with varied materials is unmatched. She splits her time in films, media commitments and brings in her valuable and refreshing ideas to Pragmatic Art.

With an experience of 15+ years and various awards under her belt, Maxima contributes by aesthetically guiding the young team of Pragmatic Art.



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Client:

Utkarsh Small Finance Bank
(Co-operative Bank)

Services Provided

Branding
Brand Positioning
UI/UX
Illustrations
ATL
Online Communication
Brand Manual

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**LOW-VALUE JOBS IN EVERY
INDUSTRY ARE BEING
AUTOMATED...**



**SOME LEGAL WORK
CAN BE
LONG-DRAWN,
BORING, AND
REPETITIVE...**



Client:

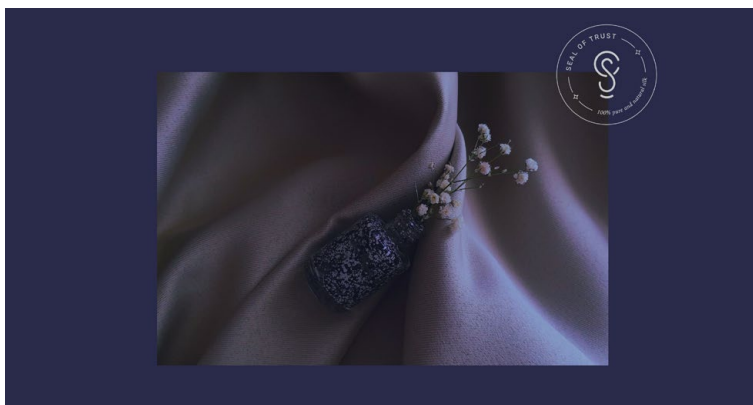
Lawyers Learn
(Edutech for Lawyers)

Services Provided:

Branding
Brand Positioning
Brand Collaterals
Social Media

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Client:

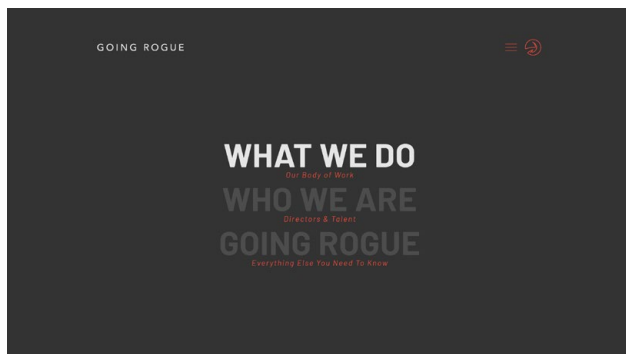
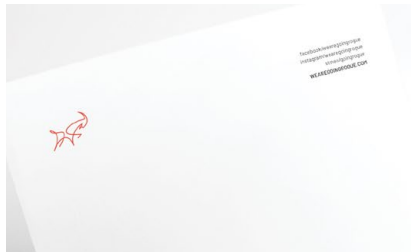
The Caterpillar Silk Company
(Luxury Silk Manufacturers)

Services Provided:

Branding
Brand Positioning
Packaging Design
Illustrations

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Client:

Going Rogue Films
(Film Production Company)

Services Provided:

Branding
Brand Collaterals
Brand Manual
UI/UX

Follow us on:

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Client:

Beyond Borders
(Exchange Programmes and Experiences)

Services Provided:

Branding
Brand Strategy
Communication Rollout
Illustrations

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Client:

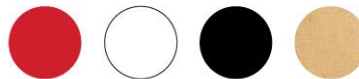
Moonshine
(Alcoholic Meads)

Services Provided:

Packaging Design
Illustrations

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Client:

Oh Dough
(Gourmet Cookie Shop)

Services Provided:

Branding
Brand Positioning
Brand Collaterals
Packaging Design
Illustrations

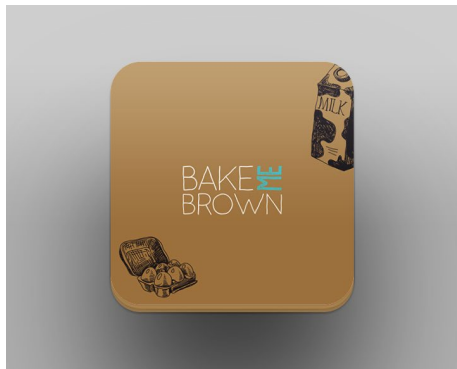
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BAKE  BROWN

BAKE  BROWN



BAKE  BROWN

● ○ ●



Client:

Bake Me Brown
(Confectionery and Patisserie)

Services Provided:

Branding
Packaging Design
Illustrations

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Client:

AKA Beer
(Craft Beers)

Services Provided:

Branding
Packaging Design
Illustrations

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THANKS!

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