



Shagun Singhal

Brand Strategist | Communication Designer | Visual Storyteller

Founder & Creative Director, **Dot and Circle Creative Labs:**
a strategy-led design studio offering end-to-end branding,
content and creative solutions.

I am a communication designer and brand strategist with a strong point of view and a disciplined approach to craft. I believe good design is not decorative - it is deliberate, contextual, and accountable. My work is driven by curiosity, experimentation, and an obsession with detail, paired with a sharp understanding of brand systems, audience behaviour, and market dynamics.

I thrive in environments that challenge thinking, invite critique, and demand clarity of intent. Feedback is not a correction for me - it is a tool for precision. I am motivated by complex problems, ambitious briefs, and the pressure to deliver work that is both visually compelling and strategically sound. Sustained by conviction, curiosity, and coffee, I see design as a powerful act of translation - turning insight into impact - and I am always ready to push ideas further, sharper, and more meaningfully.

Education:

National Institute of Fashion Technology, Mumbai M.Des Design & Brand Strategy	Unitedworld Institute of Design, Ahmedabad B.Des Visual Communication Design	Sacred Heart Sr. Sec. School, Chandigarh (CBSE)
2022-2024 	2017-2021 	2003-2015 2015-2017 



Dot & Circle Creative Labs

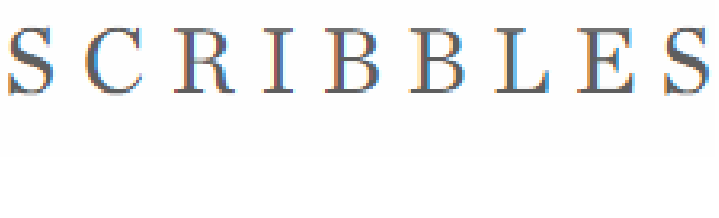
2025, Currently Building

Dot & Circle is a boutique creative lab where design, communication, and content strategy come together to shape brands with intent and soul. We believe creativity should feel personal — not performative. Every idea here begins with listening and ends with meaning. We work with founders, creators, and marketers who see branding as craft — whether they're building from scratch or refining what already works.

We don't chase trends; we distill truth. Our work balances clarity with curiosity, aesthetics with honesty.

At Dot&Circle, we're not trying to be the loudest. We're here to be the most thoughtful — a space where brands find their voice, and creativity feels human again.



	WhatzNext? 2025- Present 16 Months web: https://www.whatznext.club Design & Strategy (Full Time)		Tapan Industries 2024-2026 24 Months web: https://tapan.industries Design & Strategy (Full Time)
	TATA TRENT: Westside 2024, Graduation Project 4 Months Communication Design and Brand Strategy		Ecompapi 2023 4 Months web: https://ecompapi.com.au Design & Strategy (Part Time)
	Moksha Media Group 2023 2 Months web: https://www.moksha.in Design & Strategy (Internship)		The Social Fixx 2022 7 Months web: https://www.instagram.com/thesocialfixx/ Graphic Designer (Full-Time)
	Uncle Jack's 2021 4 Months web: https://unclejacksindia.com Graphic Designer, Community Manager (Full-Time)		FatCat Media Pvt Ltd 2021 5 Months web: https://www.fatcatmedia.in Graphic Designer (Full-Time)
	SoukMedia Upcoming 2021 7 Months web: https://www.soukmedia.co/ https://upcoming.buzz/ Graphic Designer (Internship & Freelance)		NEWBASE ASIA 2020 4 Months web: https://www.newbase.asia/ https://www.altruistindia.com/ Graphic Designer, Social Media/Digital Marketeer (Internship)
	Scribbles 2020 2 Months web: https://scribbles.in/ Graphic Designer, Social Media Manager (Internship)		Partners Advertising Agency 2019 1 Month web: http://www.partnersindia.com/ Graphic Designer, SocialMedia Manager (Internship)



	Photography Assistance Photography & Styling		Training Programme (1 week: Newspaper) The Tribune, Chandigarh web: https://www.tribuneindia.com
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Software Skills:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe XD/Figma
- Microsoft Office

Languages:

- English
- Hindi
- Punjabi
- German Deutsch (Basic)

Co Founder:

The Bigger Half
An Education Magazine
www.thebiggerhalf.in
Chandigarh



CONTACT



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