



Pallavi Jain

ILLUSTRATOR / VISUAL ARTIST

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I am an Illustrator and graphic designer with a Master's in Graphic Design from the National Institute of Design and over six years of experience in children's publishing, editorial illustration, and brand design. My work has brought to life picture books for Karadi Tales, HarperCollins, and Pratham Books, earning the Neev Book Award (The Mountains of Mumbai, 2020) and the Jarul Book Award (Paati's Rasam, 2022). I'm equally at ease crafting hand-painted watercolors as bold digital graphics, I combine cultural research with contemporary visual storytelling to create narratives that resonate across India and beyond. From art-directing multilingual Marathi storybooks to leading brand identity projects, I bring both creative vision and strategic rigor to every stage of production. My work captures the poetry of the everyday, with warmth, whimsy, and wonder, inviting readers to cherish little moments that make life beautiful.

WORK EXPERIENCE

IndiDesign 2020 - 25
Head of Design & Strategy

Lemon Design 2019 - 20
Designer (Visual, Strategy)

EDUCATION

Master of Design
Graphic Design | 2015-18
National Institute of Design

Chartered Accountant | 2015

Master of Commerce | 2015
Bachelor of Commerce | 2013
Narsee Monjee College

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PUBLISHED WORK

Mountains of Mumbai, 2019

Published by Karadi Tales, *Winner: Neev Book Award 2020*

A watercolor portrait of the city I grew up in, celebrated by reviewers for "capturing Mumbai's spirit in every brushstroke" and "turning everyday streets into moments of quiet wonder." The book is held in libraries from New York to Singapore.

Paati's Rasam, 2021

Published by Karadi Tales. *Winner: Jarul Book Award 2022*

Rendered in soft watercolor washes, this Tamil family story has been praised for artwork that "evokes deep nostalgia" and "moves readers to tears with its tender portrayal of family rituals."

Paro of the Sundarbans, 2023 – Published by Karadi Tales

Illustrated in richly saturated gouache after extensive research on the region's wildlife, reviewers have lauded its "striking attention to botanical and animal details" that bring the mangrove forests to life.

Golden Sportspersons, 2024 – Published by Harper Collins

Combining portraiture and hand-lettered typography, this series has been praised for its "playful yet informative design" that makes learning about India's athletic legends both engaging and memorable.

Curation & Art Direction for 10 multilingual storybooks, 2021

Published by Pratham Books

Art-directed and designed a series of ten multilingual children's books for Pratham Books. From editing and curating illustrators to managing projects and delivering all the books.

Badbadget (series), 2021 – Published by Pratham Books

Illustrated two playful picture books for Pratham Books celebrating traditional Indian music, using dynamic compositions and rhythmic visual motifs to bring folk songs & instruments to life.