

Annu Saha

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EDUCATION

National Institute of Technology, Durgapur

Bachelor of Technology in Mechanical Engineering

Durgapur, West Bengal

2025

National High School

Class XII, Class X

Kolkata, West Bengal

2020, 2018

PROFILE SUMMARY

Creative and detail-oriented graphic designer with a strong background in digital and print design. Experienced in creating banners, standees, social media creatives, typography-based logos, and website designs. Proven ability to combine creativity with strategy to enhance brand identity, engagement, and visibility. Skilled in collaborating with teams to deliver compelling visuals and marketing solutions.

EXPERIENCE

Tents N' Trails

Remote

Graphic Design, Marketing Intern

May 2023 – Aug 2023

- Developed 50+ ads, banners, and marketing content, **boosting customer engagement by 30%** & created 100+ social media graphics, **increasing followers by 25%**.
- Redesigned the website's UI/UX to improve user experience and navigation.
- Spearheaded partnerships with 10 local pet shops to develop a pet-friendly camp experience, **boosting attendance by 40%** and **enhancing customer satisfaction ratings by 25%** through tailored events and marketing strategies.

Chalo Social

Remote

Graphic Design Intern

Jan 2024-Feb 2024

- Created Amazon creatives for 10+ clients, **elevating brand presence** and driving engagement on the platform.
- Designed and delivered diverse visual content, including ads and banners, **amplifying client visibility** and **boosting customer interactions**.

Sanskar Spoken English

Jaipur, Rajasthan (Remote)

Logo Design Freelance

May 2023

- Conceptualized and designed the official logo, reflecting the brand's mission and enhancing visual identity across digital platforms.
- Ensured a clean, modern, and versatile design, adaptable for use in web, print, and social media.

SKILLS

- Design Tools:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, IbisPaintX, Sketchbook
- Technical Skills:** HTML, Video Editing, Graphic Design
- Design Expertise:** Banners & Standees, Social Media Creatives, Digital Art, Print Design, Logo Design, Website Design
- Core Skills:** Visual Storytelling, Branding, Layout Design, Content Writing
- Soft Skills:** Communication, Teamwork, Problem-Solving, Critical Thinking, Active Listening

POSITION OF RESPONSIBILITY

- President @ Strokes**, the official art & photography club of NIT Durgapur Apr 2024-Present
- Convenor @ The Debating Society**, NIT Durgapur Apr 2024-Present
- Organizing Committee @ Recstacy**, Cultural fest, NIT Durgapur 2023
- Core Committee @ Vistaar**, First debating fest of Eastern India, the Debating Society, NIT Durgapur 2023, 2024
- School President and Prefect @ School Cabinet**, National High School 2018, 2020