Mayuri Roy

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EXPERIENCE

Bitsport   **June 2023 - Present**
Graphic Designer

- Managed social media graphics for four accounts, ensuring consistent branding and engaging content.
- Successfully executed complete branding for a national-level golf tournament, including logo design, color schemes, and promotional materials.
- Assisted with UX research to enhance user experiences and contributed to UI design for three projects.

Terra Economics Analytical Lab   **August - October 2022**
Graphic Design Intern

- Delivered daily social media posts across platforms, maintaining a consistent brand voice.
- Drafted reports detailing property sales and mortgages, combining data visualization with clear design.
- Designed business cards and job advertisements to enhance the organization's professional image.

Calibr   **April - May, August - September 2022**
Graphic Design Intern

- Created eye-catching standees and flyers for an event sponsored by Calibr.
- Designed engaging social media posts for the organization's LinkedIn page, emphasizing industry expertise.

Pvot   **September - October 2021**
Graphic Design Intern

- Produced over 30 infographic carousels for the website, simplifying complex financial concepts.
- Topics ranged from investment options to government schemes, providing valuable information to users.

EDUCATION

Mount Carmel College, Bengaluru   **2020-2023**

- Represented the college in multiple inter collegiate events.
- A member of the design teams for Equal Opportunity Cell, Humanities Association, Statistics and Analytics Association, Reel Run Production and the Student Union.
- Illustrator for college e-paper, Carmel Beat.

Little Flower School, Jamshedpur   **Class of 2020**

- Represented the school in multiple inter school events
- Member of Ecology Club, Glee Club and Quiz Club.

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications :** Foundations of User Experience (UX) Design, Fundamentals of Graphic Design, Marketing Analytics
- **Skills :** Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Figma, MS Office, Tableau, Creative Thinking, Problem Solving, Communication
- **Interests :** True Crime and Finance Podcasts, Travelling, Painting, Badminton