



SAYANTANI DAS

Communication Designer

PROFILE

I am an aspiring communication designer, seeking job opportunities to develop and nurture my skills. To secure a successful career for future. I am a results-oriented aspirant seeking a position where I can apply my knowledge and skills for professional growth.

CORE SKILLS

- Capable of engaging and working well with a range of teams
- Have effective communication and negotiation skills
- Skilled in producing quality work, by employing great attention to detail, in a bid to deliver in a consistent and time-efficient manner.
- Proficient in creating sketches of visual displays based on specific requirements set by the store's management
- Focused on creating special displays for new products, in a bid to make them visible to customers
- Hands on experience of various materials used in merchandise display , manual dexterity
- Ability to make the best use of the store's space and layout to ensure maximum brand visibility .

PROFESSIONAL SUMMARY

Oct 2022 - Present	Kreo Design and Innovation , Bangalore Graphic Designer Creating graphics for brand identity, branding & packaging, taking care of social media creatives for the promotion of the brands. IDesigning brochures, catalogs and websites. Involved in designing window displays, posm, instore graphics and store designing for various brands.
Aug 2021 - Oct 2022	Kriti Social Initiatives (Kritikala) , Hyderabad Visual Communication Designer Taking care of the store display creating graphics for the store as well as branding and promotion of the brand. I am responsible for the product photoshoots and also social media content. Also have hands on experience at taking short videos and capturing small details of our work to share with the supporters.
June - Jul 2021	The Better Co,Bangalore Graphic Designer Creating graphics for branding and promotion of the company.
May 2021	The Brand Aid Design , Delhi Freelance Graphic Designer Creating graphics for branding and promotion of multiple brands
Jan - May 2021	Lifestyle International Pvt. Ltd., Kolkata Graduation Project - Visual Merchandising (Creative team) Interned with Lifestyle International Pvt. Ltd. in the Visual Merchandising Department (Creative Team) involved in activities such as - Creating window designs, creating in-store graphics and artworks, designed in-store signages, made short videos for the store
Nov - Dec 2020	Lifestyle International Pvt. Ltd., Kolkata Industry Internship - Visual Merchandising Interned with Lifestyle International Pvt. Ltd. in the Visual Merchandising Department involved in activities such as - Creating window Displays , window execution , layouts, merchandise planning and final execution , mannequin styling etc.
Sept - Nov 2020	Goyal Commercial Co., Kolkata Graphic Design Intern During the internship was involved in activities such as - Designing social media posts and also creating content for the same, also designed a new logo for their new domain 'AMPKART'
Dec 2019 - Jan 2020	Aditya Birla Fashion and Retail, Kolkata Intern - Visual Merchandising Interned with Aditya Birla Fashion and Retail (Pantaloons) in the Visual Merchandising Department involved in activities such as - Window display , types of in-store display, layouts, in-store as well as window communications, merchandise planning and final execution , mannequin styling etc.
Jun - July 2019	SOCH Apparels Pvt. Ltd, Bangalore Intern - Visual Merchandising Interned with Soch Apparels Pvt. Ltd, Bangalore which involved activities such as vendor coordination, market survey, worked on the front end and back end of VM for the EOSS Spring-Summer 2019 Season and also learned about the basics of Visual Merchandising.

PERSONAL DETAILS

Born on June 6, 1998
At 177, Moghaltuli Lane,
Chinsurah, Hooghly West Bengal,
PIN- 712101
Knows English, Hindi and Bengali
Likes Swimming , Listening to
music, Sketching

GET IN TOUCH

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LinkedIn: sayantani-das-b61561170

Instagram:
https://instagram.com/_foodle_doodle_?igshid=uubhz8jnu3t

Facebook: sayantani.das66

EDUCATIONAL QUALIFICATION

2017 -2021	National Institute of Fashion Technology, Kolkata Bachelor of Design in Fashion Communication 8.3 CGPA
2015 - 2017	G.D. Birla Centre For Education, Kolkata 12th Grade Humanities92.4%
2003- 2015	Auxilium Convent School, Bandel 10th Grade81%

SKILLS

Illustrator	Premiere Pro
Photoshop	AutoCad
Indesign	3ds Max
Figma	Coral Draw
XD	Microsoft Office

AWARDS AND CITATION

National Balshree Honour Awardee, one of the highest national honour for children in India, for **Creative Art in 2015**
National Award in painting competition organised by Indian Council for Child Welfare
State Award in painting competition organised by Nehru Children's Museum
Awarded at various inter college fests and inter school competitions for painting

DECLARATION

I , hereby , solemnly declare that all the information made above are true and correct to the best of my knowledge and belief.

Dated : 19th Jul , 2023

Sayantani Das