

Chaithra N

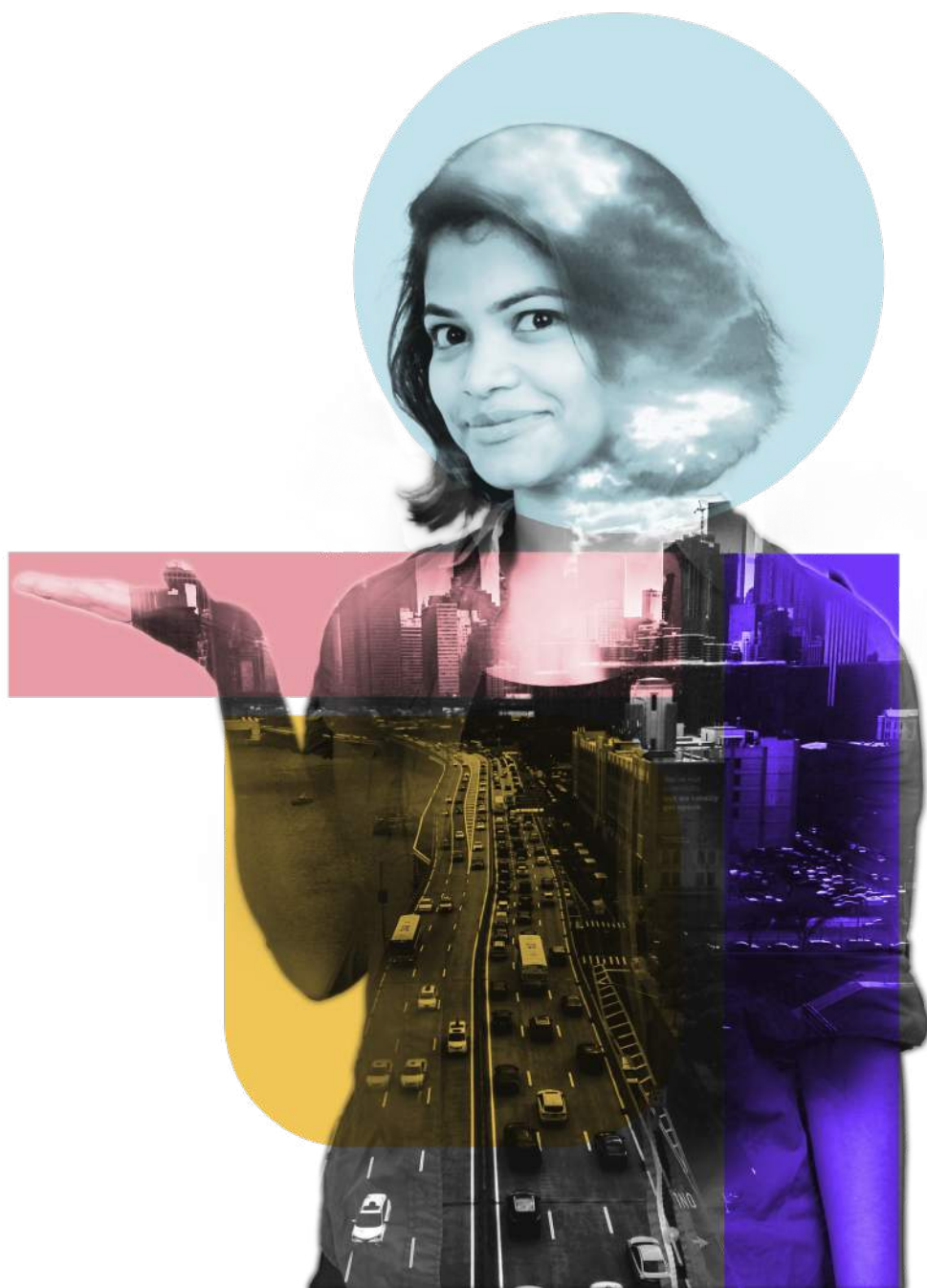
Graphic Designer

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✉ narayanaswamychaithra@gmail.com

Bē <https://www.behance.net/chaithrana6883>

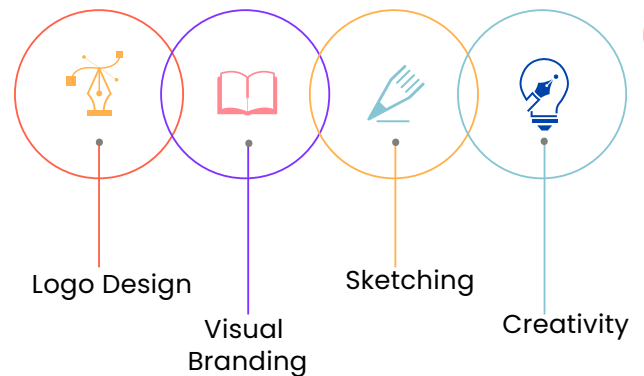
in www.linkedin.com/in/chaithranarayanaswamy



About Me

Highly enthusiastic and creative graphic designer with an eye for detail and a mind for perception. Prioritize on working closely with my clients to keep in view their intricate necessities and incorporate them through the process of ideation, designing, execution and adherence to timelines for the most effective results possible. Specialize in multimedia design for both digital and print ads with extensive experience in both. Utilize cogent communication skills to market creatives along with the thought process and idea behind them to make a lasting impact on the client and thus prove beneficial to organization's success.

Core Skills



Education & Experience



ICAT DESIGN MEDIA COLLEGE
Bachelors Of Media Technology
2014(June)-2017(June)



GRAPHIC DESIGNER
FLASH-E Event Management Company
2017(Aug) - 2020(March)



GRAPHIC DESIGNER
Freelance Designer
2020(April)-2021(Nov)



GRAPHIC DESIGNER
AUM LING
2021(Dec)

Software Proficiency

Programs

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Lightroom
Adobe Premier Pro

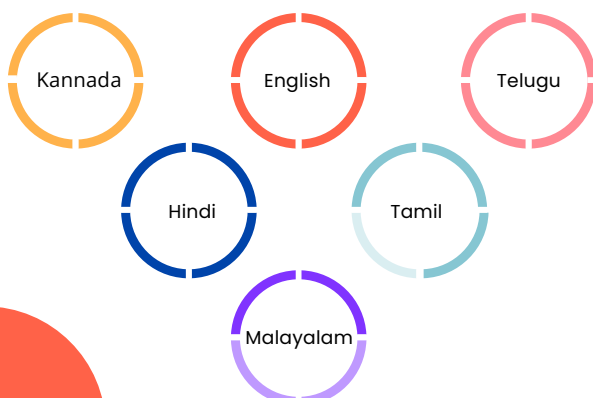
Ms Office Suite

Operating systems
Windows OS
Mac OS

Roles and Responsibilities

- Design visual content for print and digital applications that is on-brand, and is appropriate for various audiences.
- Design original pieces, including illustrations and infographics.
- Refine images, fonts and layouts using graphic design software.
- Liase with clients ideas to determine their requirements, timescale.
- Keeping cilents up to date, listening to and acting on feedback, and explaining the rationale behind graphic design decisions.

Languages



Hey!! Let's see some of my works



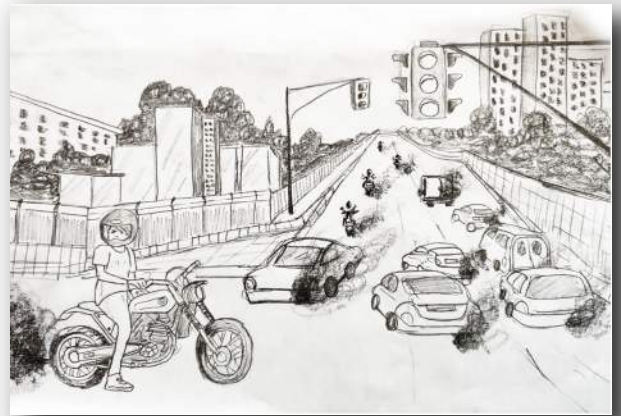
Story Board

Story Board for a Electric bike Ad

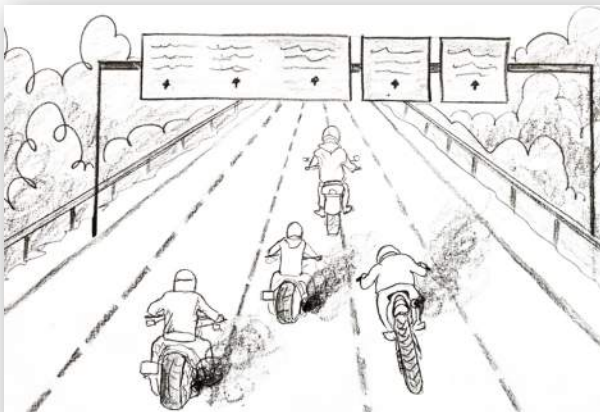
SCENE 1



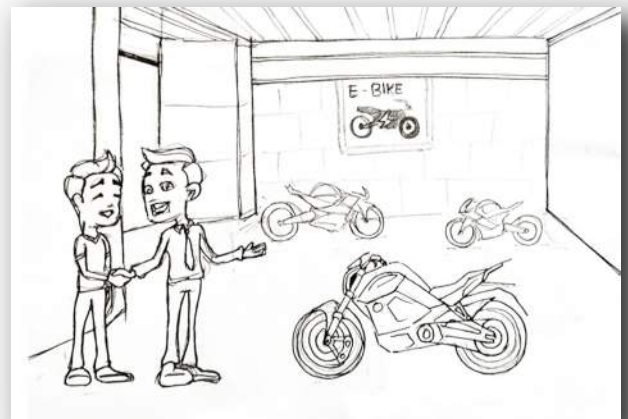
SCENE 2



SCENE 3



SCENE 4



Logos



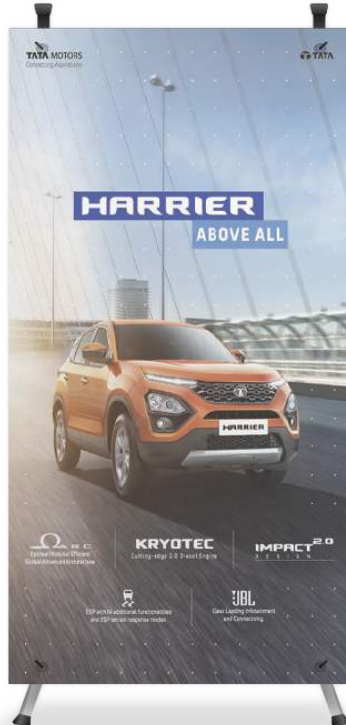
Brochure



Visual Branding



Standee



Banners



Communications, Invites and Itinerary

TATA MOTORS
Connecting Aspirations

TATA MOTORS
ASCENT
POWER UP YOUR CALIBRE

Dear Channel Partners,

Tata Motors Ascent - Power Up Your Calibre program has been a flagship initiative aimed at Channel HR Staff Capability building and we successfully completed Module 1 of this initiative with the coverage of 13 cities with Dealer Compliance of 73% and Participant Certification with 88%.

You would appreciate the fact that capability building is a continuous journey & we have to keep building up on it.

We would like to cordially invite you to the Tata Motors Ascent - Module 2 which is the next milestone in this journey of taking our Channel HR to the next level.

VENUE

TATA MOTORS LTD
ASY BAHAMANA TOWER 5TH FLOOR 5TH - 5TH FLOOR
NANDANAH ROAD
TANGUR CHENNAI - 600017

DATE

4th & 5th
FEBRUARY 2020
TIME: 9.30AM - 5.30PM

MANDATORY PARTICIPATION

TUE DEALER PRINCIPAL, GM, DHR TEAM
WED GM, DHR TEAM

Warm Regards,


RAJESH KHANNA
Vice President
Sales & Marketing Domestic - CVBU

CHANNEL HR
POWER UP YOUR CALIBRE

TATA MOTORS
Connecting Aspirations

CVBU CHANNEL HR MANUAL - LAUNCH CALENDAR

Dear Colleagues,

Hope you and your family members are keeping safe and doing good.

This is in continuation to the trail mail communication from our VP, pleased to share the guidelines and way forward in this regard.

CVBU Channel HR Manual Launch flow as under:

National Launch Date → State Office Launch → Introduction of Manual and Engagement → HR Process Audit → Audit Report Review & Process Improvement

Channel HR - State Office Launch Outline

Background - Post launch of CVBU Channel HR Manual at all India level on 26th Sep '20, State Office Launch to be conducted for cascading the manual to dealership level.

Objective - Awareness, understanding and cascade of CVBU Channel HR Manual at State Office level for TML employees and Channel Partners for quick deployment and easy adoption.

Participants - Dealership - DCEO, GMs, Dealer HR Manager
TML - ALL TML Managers in SO, Regional profile holders to be part of the event for the SO where they are based up, Mumbai in case West Region, Bangalore in case of South and otherwise.

Mode - Online - MS Teams

Duration - 1 Hour

Agenda

Sl No.	Break Agenda of the Day	Facilitating Channel
1	Introduction	State Office
2	Presentation on Channel HR Manual - Background - Outline - Key Features	SO and Channel HR Team
3	Understanding the Manual	Channel HR Team
4	QA	SO and Channel HR Team

We, at Channel HR, are going to share the deck and related elements with you shortly.

Requesting you to please finalize the calendar for your state and confirm us back so that we can align our calendar accordingly.

Look forward to hear from you.

Warm Regards,
SANGEET A G A SHIV
Channel HR - CVBU

CHANNEL HR
POWER UP YOUR CALIBRE

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ASCENT
POWER UP YOUR CALIBRE

1 DAY

Time	Topic	Facilitator/Speaker
9:30 am - 10:30 am	Welcome and Introduction	Facility
10:30 am - 11:30 am	Address by TATA Motors Leadership Team	Speaker
11:30 am - 12:30 pm	Ground Rules, Agenda of the Day, House Keeping	Facility
12:30 pm - 1:30 pm	Recap and Best Practice Sharing	Participants
1:30 pm - 2:30 pm	Manager Planning and Productivity	Facility
2:30 pm - 3:30 pm	Lunch Break	Facility
3:30 pm - 4:30 pm	Manager Planning and Productivity	Facility
4:30 pm - 5:30 pm	Performance Management System	Facility
5:30 pm - 6:30 pm	Tea Break	Facility
6:30 pm - 7:30 pm	Employee Engagement and Satisfaction	Facility
7:30 pm - 8:30 pm	Summary of the Day	Facility

2 DAY

Time	Topic	Facilitator/Speaker
9:30 am - 10:30 am	Recap of Day One	Facility
10:30 am - 11:30 am	Executive View	Facility
11:30 am - 12:30 pm	Salary Benchmarking	Facility
12:30 pm - 1:30 pm	Tea Break	Facility
1:30 pm - 2:30 pm	HR Manual	Facility
2:30 pm - 3:30 pm	Lunch Break	Facility
3:30 pm - 4:30 pm	HR Manual	Facility
4:30 pm - 5:30 pm <td>Code of Conduct</td> <td>Facility</td>	Code of Conduct	Facility
5:30 pm - 6:30 pm	HR Process Audit	Facility
6:30 pm - 7:30 pm	Tea Break	Facility
7:30 pm - 8:30 pm	Assignment	Facility
8:30 pm - 9:30 pm	Summary of the Day	Facility

CHANNEL HR
POWER UP YOUR CALIBRE

TATA MOTORS
Connecting Aspirations

TATA MOTORS
ASCENT
POWER UP YOUR CALIBRE

Dear Channel Partners,

We cordially invite you to the TATA Motors Ascent - Dealer HR Capability Building Program.

The objective of the program is to enable our Dealer Principals, GM and Dealer HR team to become the catalyst, brand ambassadors of their organizations in terms of attracting the best talent, retention and employee engagement.

VENUE

NOVOTEL
NO.11, CHAMBERS ROAD,
NANDANAH CHENNAI
TANGUR, INDIA
PIN - 600035

MANDATORY PARTICIPATION

TUE DEALER PRINCIPAL, GM, DHR TEAM
WED GM, DHR TEAM

TIME

14th & 15th
NOVEMBER 2019
TIME: 9.00AM - 5.00PM

LOOKING FORWARD FOR AN ACTIVE PARTICIPATION

Warm Regards,


RAJESH KHANNA
Vice President
Sales & Marketing Domestic - CVBU

An exclusive Dealer HR Capability Building Program

TATA MOTORS
Connecting Aspirations

CAMPUS RECRUITMENT DRIVE PHASE 2 FOR CHANNEL PARTNER STAFF



RVS College of Engineering and Technology, Jamshedpur

HIRING SUMMARY

Designation	Selected
Service Advisor	14
DSC	7
CRO	1
Total	22

Campus Drive Phase 2 was launched in Jamshedpur on 18th Feb 2020. Active participation from our Channel Partners (UMA Stores Ltd., Mithila Motors Pvt. Ltd., Himatsingka Pvt. Ltd. & Enar Industrial Ent. Ltd.) made this drive a great success.

We thank you Mr. Kanchan Kalra (State Business Head - Bihar & Jharkhand (CVBU) for his guidance and valuable feedback. Mr. Mohammad Raghib (Senior Manager SCV Cargo & Pick Ups) for his support in conducting this Campus Drive at Jamshedpur location.



Posters

TATA MOTORS
Connecting Aspirations

YOUR HOUSE IS OUR NEW SHOWROOM
EXCHANGE YOUR OLD CAR AND DRIVE A NEW TATA CAR
#Key to Safety

NEXON
EMI @ just ₹7772*
Starts at ₹6.95 LAKH*
BENEFITS UP TO ₹100,000*

TIAGO
EMI @ just ₹4999*
Starts at ₹4.60 LAKH*
BENEFITS UP TO ₹130,000*

*T&C Apply

TATA MOTORS
Empowering Aspirations

IT'S TIME TO RETURN THE LOVE AND SAFETY THIS FATHER'S DAY
#Your Keys to Safety

EMI of just ₹5877*
Starts at ₹4.60 LAKH*
BENEFITS UP TO ₹100,000*

VOCAL for LOCAL

*T&C Apply

TATA MOTORS
Connecting Aspirations

HAPPY DOCTOR'S DAY
WHILE YOU KEEP US SAFE
WE ENSURE YOU ARE SAFE WITH OUR WIDE RANGE OF SAFEST CARS

NEXON

Certificates and Newsletters



Cover pages, Passes and others

