

Shamita Poddar

Creative Graphic Designer



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+91 8800-9453-08



New Delhi

Professional Summary

Creative and strategic Graphic Designer with a keen eye for aesthetics and a talent for crafting visually compelling brand narratives. Specializes in designing high-impact visuals for social media, branding, and digital marketing campaigns, driving brand engagement and recognition. Proficient in Adobe Photoshop and Illustrator, delivers polished, modern, and brand-aligned designs that effectively communicate key messages. Currently pursuing a Bachelor of Commerce to deepen expertise in business, marketing, and brand communication.

Skills

Tools & Technologies

- Adobe Photoshop
- Adobe Illustrator

Other

- Brand Identity Design
- Social Media Design
- Color Theory

Work Experience

Graphic Designer

2025-02-03 - 2025-11-28

Group Bayport • Gurugram

- Spearheaded the creation of print-ready files with 99% accuracy, reducing production errors by 40% through precise formatting, color calibration, and technical specifications.
- Revitalized over 150 client-provided designs by enhancing low-resolution artwork, redrawing vector graphics, and ensuring brand consistency across all printed materials, improving client satisfaction by 30%.
- Collaborated with the printing team to resolve 95% of prepress issues, optimizing workflow efficiency and reducing production delays by 25%.
- Designed high-impact layouts for 500+ printed collaterals, including brochures, banners, and packaging, achieving a 90% approval rate from clients.
- Consistently met tight deadlines for 200+ design projects while maintaining error-free final files, contributing to a 20% increase in overall production output.

Education

B.Com (Bachelor of Commerce)

IGNOU, New Delhi • New Delhi

Pursuing Bachelor of Commerce (B.Com) at IGNOU, New Delhi, with a focus on accounting, business management, marketing, and economics. Actively engaged in developing expertise in financial analysis, strategic planning, and data-driven decision-making. Completed coursework in financial accounting, business law, and organizational behavior, with a strong emphasis on applying theoretical knowledge to real-world business challenges. Demonstrated proficiency in financial modeling and market research through academic projects, earning recognition for innovative problem-solving in a team-based financial case study competition. Strengthening analytical, communication, and problem-solving skills to bridge business and creative industries, with a particular focus on aligning

Soft Skills

- Print Production
- Prepress Management
- Project Management
- Time Management
- Communication

design decisions with brand strategy, consumer behavior, and market needs.

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