



Aditi Raj

Product Designer

A multidisciplinary **Product Designer** with an eye for detail, curiosity bigger than that of a cat and a penchant for writing. The possibility of a solution to every problem is what inspires me. I am fascinated by the human psyche and I try to incorporate it in my designs to create a better experience.

Contact Details



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Education

B.Des.: Fashion Communication (2016-20)
National Institute of Fashion Technology, Patna

CBSE: Science, Higher Secondary School (2016);
Secondary School (2014)

DAV Kapildev Public School, Ranchi

Certification

User Experience Design
Coursera | Google

Enterprise Design Thinking Practitioner
IBM

Software Skills

Adobe Illustrator, Adobe XD,
Adobe Photoshop, Adobe InDesign,
Adobe Lightroom, Figma, Procreate

Soft Skills

User Research, Prototyping,
Wireframing, Branding, Copywriting,
Conceptualization, Editorial Design,
Illustration, Packaging Design, Typography

Work Experience

Animal (Junior Art Director, August'20 - September'21)

Collaborated and coordinated with different teams to create various print and digital collaterals (branding, packaging design, social media collaterals, editorial design) for brands like *Invest India, Setu, CRED, Longwalks and Flow Ventures*.

Key Learnings: Time management, communicating with clients, multitasking efficiently.

Wunderman Thompson (Graduation Project, January'20 - April'20)

(Art) Learned about the key factors of planning campaigns for brands like *Black Dog, One 8 (Puma), Britannia Marie Gold, Milk Bikis* etc. Worked on "The Stereotypeface Project" which aims to educate people about the consequence of stereotypes on Children's psychological and sociological well being.

Key Learnings: The art of referencing, conceptualizing, creative writing, illustrating ideas.

Little Things Studio (Internship, June'19 - July'19)

(Graphics) Created graphics and wrote blogs for the brand.

Key Learnings: Got to experience how a sustainable fashion brand is built, sourcing.

Fuzia (Freelance, October'18 - June'19)

(Content Creator) Created memes for their social media

Key Learnings: Driving audience engagement through humour.

5x by Ajit Kumar (Internship, June'18 - July'18)

(Graphics) Created social media banners

Key Learnings: To build a brand's online presence.

Craft Cluster Initiative (2018)

Documented Sikki Craft of Madhubani District (Bihar) and worked on developing a do-it-yourself craft kit to create awareness about the craft among the masses.

Key Learnings: Team work, content writing.

Achievements

In-book Winner/ Baby Blue Elephant (Kyoorius Design Awards 2021)

Reimagining Setu
(Communication Design, Packaging Design)
Agency: Animal