

# Gayatri Chatterjee

I'm a creative designer with a strong visual instinct, I learned to sketch before I learned to write, and that early connection to art continues to shape the way I think and create. I bring a blend of storytelling, problem-solving, and detail-oriented design to every project. With experience across branding, UI/UX, photography, and visual communication, I enjoy turning ideas into meaningful, human-centered work. I'm curious, adaptable, and always eager to learn something new.

## Contacts

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- ✉️ gayatrichatterjee2604@gmail.com
- [Portfolio Link](#)

## Soft Skills

- Visual storytelling
- Patience
- Adaptability
- Problem Solving
- Database Management

## Languages

- English
- Hindi
- Bengali

## Technical Skills



## Experience

- **SoFI** (Branding & Operations Intern)  
September 2025– Present  
Rebranded SoFI, a community for first-generation Indians abroad, developing a cohesive visual identity and social media system. Managed content strategy and engagement, and optimized backend workflows using Zapier, HubSpot, and Excel.
- **PLUGD** (Design Intern)  
June–September 2025  
Led the full rebranding of an interior design studio, developing a cohesive visual identity, logo system, color palette, and brand guidelines. Collaborated with the UI/UX team on digital design direction and produced content to strengthen the brand's online presence.

## Education

- **Indian Institute of Art and Design, Delhi**  
2023–2026  
BA in Communication Design
- 2022–2023  
Diploma in Design
- **Mahadevi Birla World Academy, Kolkata**  
2008–2022  
Secondary and Higher Secondary.

## Academic Projects

- Rootprint**– Carbon Footprint Awareness Website  
Designed an interactive carbon footprint awareness platform featuring emission tracking, offset guidance, and engaging visual storytelling.
- Ektara**– Branding & Visual Identity  
Designed a Baul-inspired visual identity integrating indigenous motifs, earthy tones, and a Bengali-influenced serif logotype to convey cultural richness and contemporary elegance.