


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

+91 8420605545
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 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.