



TRIJIT GHOSH

COMMUNICATION DESIGNER

WORK/PERSONAL EXPERIENCE

Social Media Campaign Designer

BharatExpression (Kutch Clothing Brand) | Freelance | Jan 2025 – Present

- Conceptualized a campaign featuring patterns of kutch to promote brand heritage.
- Increased social media engagement by 35% through interactive and relatable visual storytelling.

Student Project: Guddu Detective Kids' Book

Unitedworld Institute of Design | Aug 2024 – Dec 2024

- Designed a children's mystery book emphasizing problem-solving and societal values.
- Developed marketing collateral, including posters and social media previews, to promote the book.

Cultural Promotion Designer

Self-Initiated | Aug 2024

- Created posters, merchandise, and a short video to promote the traditional Chhau dance.
- Boosted awareness of cultural heritage through captivating visuals and engaging content.

EDUCATION

Bachelor of Design (Communication Design)

UID, Karnavati University, Gandhinagar

[Expected Graduation Date: May 2027]

Relevant Courses:

- Marketing and Branding Strategies
- Visual Communication Design
- Social Media Marketing

SOFTWARE SKILLS

Adobe
Photoshop

Adobe
Illustrator

Adobe
After effects

Adobe
Premier Pro

Adobe
Indesign

Adobe
lightroom

Blender

Figma

CONTACT



7980223530



trijitofficial29@gmail.com

EXPERTISE

- Visual design
- Illustration
- Digital art
- Marketing skills
- Graphic design

LANGUAGE

- English
- Hindi
- Bengali