



PRIYANKA YADAV

GRAPHIC DESIGNER
MERCHANDISER
PRODUCT DESIGNER

PERSONAL PROFILE

I am a graduate in fashion and lifestyle design and eagerly looking forward to work in a creative environment for utilising and increasing my skills and abilities for experience.

ACADEMIC HISTORY

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, KANGRA

Bachelor of Design in Accessory Design, 2015- 19

MOHANLAL DAYAL SCHOOL, NEEMRANA

Class 10 (CBSE) in the year 2011-12 with 8.0 CGPA

Class 12 (CBSE) in the year 2013-14 with 85.2 CGPA

CONTACT INFORMATION

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Neemrana, Alwar, Rajasthan 301705

PROFICIENCIES

- Representing ideas visually
- Project management

SOFTWARE PROFICIENCY:

Adobe Photoshop
Adobe Illustrator
Adobe Premier Pro
Adobe Indesign
Corel Draw

INTERESTS AND HOBBIES

- Interested in learning new things,
- Enjoy reading and doodling.
- Love travelling.

WORK EXPERIENCE

MEHTA STONE EXPORT HOUSE

Graphic Designer - Home Décor & Building Materials / September 2021 - December 2021

- Developed promotional/marketing creatives like catalogs and brochures for their current product range.
- Idealized designs for all their (9) websites.
- Created creative content for all their (9) websites and various social media platforms.

KAANCH DECOR PVT. LTD.

Merchandiser & Designer - Home Décor / January 2021 - April 2021

- Dealt with their clients as merchandiser & designer.
- Idealized new designs & got them developed with materials like glass, leather, metal, & ceramics .

CHANDRA EXPORTS PVT. LTD.

Designer & Sampling Merchandiser - Textile Design (Product Sampling) / November 2019 - December 2020

- Worked with their buyers as designer & merchandiser
- Developed their designs to actual products by coordinating with in-house embroiders to ensure that samples were developed as per specifications and schedule.
- Took care of all resources and materials; fabrics, finishes, etc. in order to guide the design team for sampling.

GOYAL BROTHERS PRAKASHAN

Graphic Design - Printing & publishing / June 2019 - October 2019

- Provided design ideas for their latest notebook titles.
- Designed posters & banners for their social media (websites & social platforms).
- Did product photography for their ongoing range of notebooks.

INTERNSHIPS

S.R. INDUSTRIES

Graduation Project - Home decor & Interior design / December 2018 - April 2019

- Provided design ideas to their current clients and projects
- Developed a range of home decor table accessory

R.R. INDUSTRIES PVT. LTD.

Internship: Home decor & Interior design / June 2018 - July 2018

- Developed and implemented designs to existing and new standards
- Used Adobe Photoshop, and Illustrator to deliver quality work

HIMSHEEL INTERNATIONAL PVT. LTD.

Internship: Leather Exporters / June 2017 - July 2017

- Found clients for their customised varsity jackets for american football teams
- Supervised finishing and packaging team for the export
- Provided design ideas to in-house designers for a project called 'Best Out of Waste'

SELECTED HIGHLIGHTS

DHARAMSHALA INTERNATIONAL FILM FESTIVAL, November 2017

- Provided design ideas to our team
- Planned and developed the origami ceiling installation
- Did the design and production process