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TANAYA Agarwal

Creative design student at Parsons School of Design with a multidisciplinary background spanning branding, visual storytelling, digital content, and self-initiated ventures. Interested in design and creative technology roles that balance concept, strategy, and execution, with the long-term aim of evolving into a creative director. Comfortable collaborating across design, branding, and front-end-adjacent creative teams.

EDUCATION

DHIRUBHAI AMBANI INTERNATIONAL SCHOOL → International Baccalaureate DP

PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL → *Communication Design BFA*

SKILLS

ADOBE ILLUSTRATOR AND PHOTOSHOP COURSE → Student

MARCH 2019

POTTERY COURSE → *Student*

MARCH 2023

Adobe Creative Suite

Art Direction (junior / emerging level)

Canva

Digital Illustration & Photography

Concept Development & Visual Storytelling

Collaboration

Branding & Layout Design

Design Thinking

WORK EXPERIENCE

ARTSY DESIGN.CO —> Intern

JUNE 2021

- Conceptualized and launched a targeted product collection for teenagers, managing product development, photoshoots, and client relationships.
- Created and promoted engaging social media content, fostering new client relationships and expanding the collection's reach to the teenage demographic.

DREAM JOURNALS —> Founder of startup

2019-2021

- Designed and produced a 200-page hand-illustrated bullet journal, overseeing printing, binding, quality control, and creative elements.
- Managed sales and marketing strategies, including pop-up events, online platforms, and customer interactions, while maintaining accurate financial records.

TRUFFLE N HUSTLE —> Founder of startup

2020-2022

- Launched and grew a home-baked goods company, developing unique recipes and selling over 200 cakes, demonstrating strong customer demand and business viability.
- Managed marketing, social media promotion, packaging design, and sales logistics, including order fulfilment and customer interactions.

ART CLUB —> Organiser

AUGUST - MAY 2022

- Coordinated artistic initiatives, developing project plans and facilitating collaborations.
- Supported students' artistic growth, hosted exhibitions, and fostered a collaborative creative environment.

KALAKAAR —> Head of Art and Design

AUGUST - DECEMBER 2023

- Raised funds for underfunded organisations by hosting an event showcasing creativity and supporting social causes.
- Collaborated with NGOs, incorporating stalls, games, and activities to engage attendees, increase awareness, and foster community participation.

FAMOUS INNOVATIONS —> Intern

JUNE - AUGUST 2025

- Designed visual assets and layouts for digital and print campaigns across multiple brand clients
- Supported pitch development through concept ideation, reference research, and visual storytelling
- Collaborated with cross-functional creative teams in fast-paced agency environments

The way I think and work comes through in the projects in my portfolio.