

DISHAKA TARAFDAR

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INTERNSHIPS

User Experience Design Intern

Covered by SAGE

October 2020 - Present Mumbai, Maharashtra

- Designed a digital solution aimed at familiarising insurance agents with technology, mobile phones and internet to help them manage business in an organized manner and expand it through Sage.
- Built a Careers site for potential candidates to know Sage and ease hiring.

Knitwear Design and Research Intern

Future Group

May 2020 - June 2020 Mumbai, Maharashtra

- Conducted primary research by reaching out to the brand's focus groups through various platforms and got amazing insights for a new product launch
- Helped with the launch of new product line for plus size women (Athleisure)
- Ideated fabric, design, silhouette and trend research for athleisure; closely worked with the marketing team for smooth launch of the product line.

International Marketing and Volunteering Intern

AIESEC

Jan 2020 - April 2020 Mumbai, Maharashtra

- One out of the two students selected in India
- OnePlus and AIESEC teamed up, underwent training and workshop series for youth activation & development. Strategized along with product design and marketing teams to analyze tech usage by youth in Istanbul, Turkey.
- Program to be conducted for a period of three weeks in Istanbul, postponed due to COVID-19

Student Ambassdor

OnePlus

July 2019 - April 2020 Karnataka, Bengaluru

- One of 25 students selected in a pool of over 30,000+ applicants
- Ideated on and executed innovative online and offline brand campaigns
- Worked on live marketing projects of the brand & strategized in campus activities and events
- Built a social media presence for the OnePlus community from scratch
- Played key role in event management, organization of the first ever large scale music festival in India- the OnePlus Music Festival. Played an instrumental role in increasing outreach for the festival.
- Ensured the smooth functioning and lead the on ground management team of OnePlus 7T and OnePlus Smart TV Launch Event.
- Worked with OnePlus UX Designers & Product Managers to conduct workshop series & educate students about product philosophy, wireframing etc

Graphic Design & Styling Intern

Future Group

June 2019 - July 2019 Mumbai, Maharashtra

- Worked along with the marketing team to generate data driven design, went live on the website within a week of joining
- Re-vamped the brand website for its launch in 2020; design flows, philosophy picked up by developers
- Worked on in-store and online campaigns featuring famous actors including Varun Dhawan

EDUCATION

Bachelor of Design (B. Des)

National Institute of Fashion Technology

July 2017- May 2021 Kolkata, WB

- Majoring in **Knitwear Design**, Minor in **Communication Design**
- Top of my batch with **9.82 CGPA**
- President of Literary Club** (2019-20): Conducted the biggest fest of the year- **Kolkata Lit Fest** with a footfall of over 2000+ students

ISC (Commerce)

Smt. Sulochanadevi Singhania School

June 2015 - May 2017

ICSE (Science)

Hirandani Foundation School

June 2015 - May 2017

ACCOMPLISHMENTS

- Best performer of the month** for three consecutive months at OnePlus
- "Innovative Design of the Year"** 2019-20 award in Spectrum Fashion Week
- 2nd rank** in Bangiya Sangeet Kala Kendra for Hindustani Classical Music and trained for 7+ years
- Won under 17 state level basketball** tournament (2016-17)
- Member of the prestigious Senate of Smt. Sulochanadevi Singhania School
- Single-handedly managed the **Décor Team of the biggest college fest** of the year- **Spectrum**

SOFTWARES

ADOBE XD Advanced

ADOBE Photoshop Advanced

ADOBE Illustrator Advanced

ADOBE InDesign Intermediate

Microsoft Office Advanced

CorelDRAW Advanced