SHREYA GUPTA
+91 9131648921 | shreyaagupta2001@gmail.com | Female 24

SUMMARY

Creative Graphic & Web Designer specializing in branding, UI design, and digital content creation. Passionate about crafting user-centered visuals for websites, social media, and marketing campaigns. Proficient in Figma, Adobe Creative Suite, and responsive web development with a strong eye for visual storytelling and design consistency.

EDUCATION

BTech, Computer Science	Chandigarh University, Gharuan, Punjab	6.5 CGPA Above	2020-2024
CBSE (Class XII)	Hanshdas secondary School, Indore, Madhya Pradesh	60%	2019
CBSE (Class X)	Delhi Public School, Jabalpur, Madhya Pradesh	77.7%	2017

WORK EXPERIENCE

GRAPHIC DESIGNER & MANAGER
PremiumInvites, India
- Designed custom invitations for various events, ensuring visually appealing and client-specific solutions. Managed
- Led social media branding, growing engagement by 40% in 3 months
- Designed 50+ customized invitations for weddings and events using Adobe tools and Canva

Mar 2024 - June 2025

FREELANCE GRAPHIC & WEB DESIGNER
Remote | June 2025
- Worked with clients globally on branding, websites, and marketing materials
- Designed social media creatives, landing pages, and product packaging
- Used tools like Figma, Adobe Illustrator, Photoshop, Canva, and Webflow
- Delivered user-centered designs that enhanced brand identity and engagement

PROJECTS

Web Designer Projects -
- E-Commerce Website - HTML, CSS, JavaScript, MySQL
  - Designed a responsive online store interface with product listings, filters, and a working cart. Built with clean UI and database integration for basic product management.
- Hotel Booking Website - HTML, CSS, PHP, MySQL
  - Developed a hotel reservation system that allows users to search rooms, book stays, and receive confirmation. Backend built with PHP and data handled via MySQL.
- Restaurant Website - HTML, CSS, JavaScript, Bootstrap
  - Created a static, responsive website for a restaurant with menu, gallery, and reservation form. Designed with Bootstrap for mobile compatibility and a clean layout.
- PG Life Website - React.js, PHP, PostgreSQL
  - Built a PG rental web app with filters for location, price, and amenities. Used React for the front-end and PHP/PostgreSQL for data handling and search functionality.
- Web Development - HTML, CSS, JS
  - Developed responsive web pages using HTML, CSS, JS, Designed intuitive UI layouts and performed UX optimization , Collaborated with senior developers on interactive elements

Graphic Designer Projects -
- PremiumInvites Posters – Designed digital invitation creatives for weddings and events, enhancing client engagement.
- Skift Hair Mist Campaign – Developed motion graphics and visuals for a post-workout hair product's social media launch.
- Lakhiram Dairy Branding – Built visual identity and promotional content for a homegrown dairy brand.
- MG Café Menus & Ads – Created menu layouts and posters matching the café's cozy and vibrant theme.
- Explore Packers Instagram Grid – Crafted a travel-themed grid and reel content to boost Instagram visibility.
- Robotic Workshop Posters – Produced STEM-themed poster designs for educational and robotics campaigns.
- Brand Identity Packages – Delivered logos, brand guides, and mockups for startups in beauty and events.

SKILLS

- Programming Languages: HTML, CSS, Python, C (Fundamentals), Java (Basic)
- Web Development: Web Page Creation using HTML & CSS, PHP, Bootstrap
- Graphic Design Tools: Canva, Adobe Spark, Figma, Adobe Photoshop, Illustrator
- Database Management: SQL, MySQL
- Content Creation: Branded Social Media Posts, Event Posters, Digital Campaign Assets
- Data Analysis: Microsoft Excel, Python (Pandas, NumPy)
- Branding & Visuals: Logo Design, Social Media Creatives, Brand Identity

PROFESSIONAL LINKS

- 💻 Portfolio: itsshreyagupta.github.io/shreya-Portfolio
- 🔗 LinkedIn: linkedin.com/in/shreya-gupta-756363231
- 🌐 GitHub: github.com/itsshreyagupta
- 💻 Drive Portfolio: drive.google.com/drive/folders/1HvDRD_N6csgSi6iyq6jLocpeEhWomQTs