

Mehek Gupta

design role | social media role

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EDUCATION

B.Tech Electronic and Compute Science (SE) <i>Fr.Conceicao Rodrigues College of Engineering</i>	2023 – 2027 mumbai, India
SSC <i>St.Anne's High school</i>	2021 Mumbai, India
HSC <i>Kishinchand Chellaram College</i>	2023 mumbai, India

PROJECTS

Decora(Art and Decor Brand) <i>Co-Founder</i>	2024 – present
Co-founded Decora, specializing in unique art and decor, particularly resin wall art. I oversee product concept and development, content creation, brand strategy, and marketing, driving sales and enhancing customer engagement. Our focus on creativity has led to significant growth and visibility in the market.	
Smart India Hackathon <i>Prototype design and voice-over</i>	2024
Contributed to prototype design for a website, created presentations, edited videos, and provided voiceovers. This experience enhanced my skills in design thinking, collaboration, and communication.	
Google Developer Student Clubs(GDSC) <i>BIT N BUILD (International Hackathon)</i>	2024 – 2024
Contributed to event organization by developing hard creatives and illustrations to enhance branding and promotion. Managed public relations to effectively engage participants and stakeholders. Choreographed and performed a dance, adding to the event's entertainment value.	

SKILLS

Graphic Designing — Poster | Ad | Instagram Carousels / Layout/ Story Posts, **Figma** — Prototype design | UI/UX, **Canva** — Presentations | Posters, **Video editing** — Reels | Story | Posts, **Social-Media management** — Brand strategy , **Content Writing**.