

# PORTFOLIO

**SWETANSHU CHAKLADAR**



I am Swetanshu Chakladar, a Digital Content Designer passionate about blending creativity with clarity. With a background in graphic design, digital content creation, and data visualization, I specialize in crafting visually engaging posters, infographics, and social media creatives that communicate powerful messages.

Proficient in Canva, Photoshop, and AI-based tools, I've collaborated on diverse freelance and client projects—from corporate infographics to festive campaigns for brands such as B ENTP Music. My approach focuses on design precision, storytelling, and brand alignment to enhance audience engagement and digital presence.

I aim to contribute my visual storytelling and marketing design skills to projects that value innovation, aesthetics, and impact.



# INTRODUCTION

- B.Tech in Electronics and Telecommunication Engineering – Academy of Technology
- 📖 Higher Secondary Education – Harnett English Medium School
- 🏫 Secondary Education – Kendriya Vidyalaya, Kanchrapara



# EDUCATION



# EXPERIENCE



Content Analyst (September 2022 – October 2024)

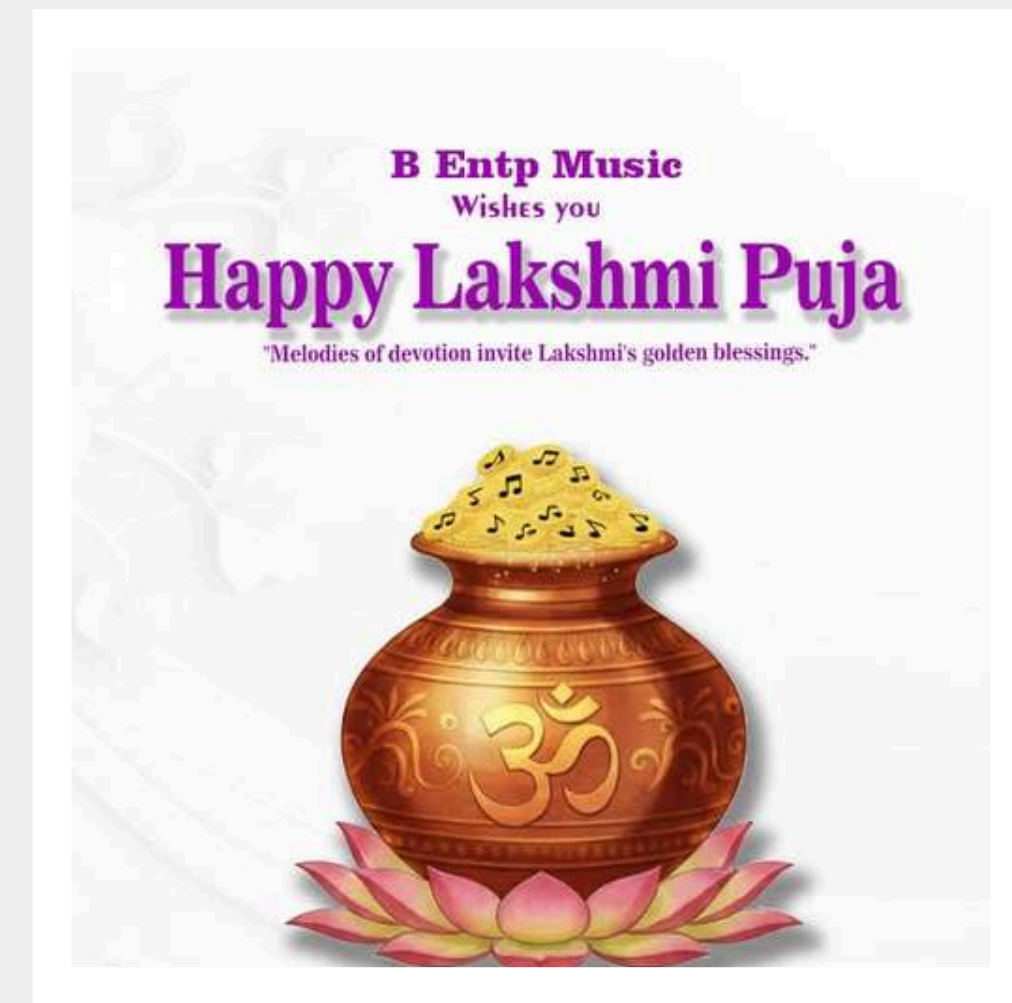
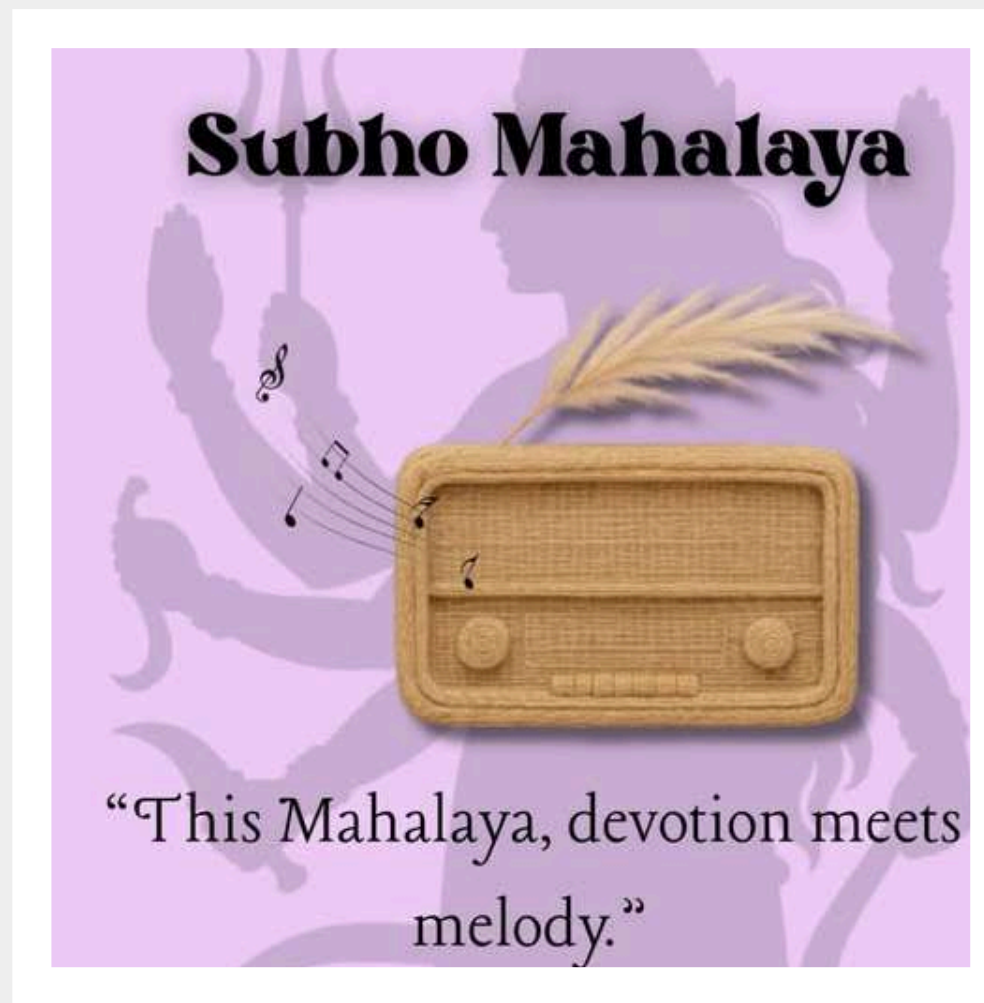
- Collaborated with clients to deliver visually compelling and informative marketing assets, including infographics and posters.
- Designed a corporate insight poster titled “The Future of Toyota,” aligning with the client’s communication goals.
- Developed an educational infographic on Professional Practice, transforming text-heavy content into clean, engaging visuals.

Graphic Designer (Freelance / Alsol Tech) (March 2025 – Present)

- Working as a freelancer and with Alsol Tech, designing diverse graphic posters and digital creatives.
- Focused on combining creativity and structure to deliver designs tailored to client requirements and brand identity.







### 1. Vishwakarma Puja – Festive Poster Design

Created a vibrant digital poster featuring musical symbolism and typography for the message “Blessed by Vishwakarma, we build souls with music.”

Designed for social-media promotion to reflect creativity, festival spirit, and visual harmony.

[https://www.facebook.com/story.php?](https://www.facebook.com/story.php?story_fbid=1176466957868087&id=100065143804474&rdid=ioXMWiDtDJodAYvP#)

[story\\_fbid=1176466957868087&id=100065143804474&rdid=ioXMWiDtDJodAYvP#](https://www.facebook.com/story.php?story_fbid=1176466957868087&id=100065143804474&rdid=ioXMWiDtDJodAYvP#)

### 2. Mahalaya Campaign – B ENTP Music

Developed a culturally inspired festive poster blending modern layout, colors, and typography.

Enhanced brand visibility and engagement through professional social-media execution.

[https://www.facebook.com/story.php?](https://www.facebook.com/story.php?story_fbid=1179877434193706&id=100065143804474&rdid=xXOX8lIOWKKIOuIJ)

[story\\_fbid=1179877434193706&id=100065143804474&rdid=xXOX8lIOWKKIOuIJ](https://www.facebook.com/story.php?story_fbid=1179877434193706&id=100065143804474&rdid=xXOX8lIOWKKIOuIJ)

### 3. Lakshmi Puja Festival Ad – Adobe Design

Created a traditional festive poster using Adobe tools, highlighting motifs like kalash, lotus, and Om.

Used shadow, lighting, and color harmony to evoke festive spirituality.

<https://www.facebook.com/share/p/16piNG6e8i/>

**BYVME** *Designs*



## Designed a Professional Practice Poster for a Client

- Designed an poster focused on "Professional Practice" based on client-provided content and style preferences.
- Transformed a static layout into a visually engaging infographic, improving clarity and audience engagement.
- Ensured all original textual information was preserved while enhancing the visual hierarchy and user flow.

Github: <https://github.com/Swetanshu535/Professional-Practice-poster->

## Creating Instagram ad for a client for his project demand

- Birthday-centric visuals create an emotional connection.
- Promotions summarized clearly (free pizza, vouchers, 15% off).
- Hashtag engagement strategy to drive user-generated content.

Github: <https://github.com/Swetanshu535/Panago-Pizza-ad->

## Formed a teaser poster for a audiobook using Adobe

- Created a visually engaging YouTube Community Post to promote new video content, blending typography, layout balance, and color harmony for maximum viewer appeal.
- Designed the composition to maintain brand consistency with B ENTP Music, ensuring visual storytelling aligns with the channel's creative tone.
- Optimized the post for social engagement—eye-catching visuals, high contrast, and mobile-friendly framing to boost clicks and impressions.

[http://youtube.com/post/Ugkxr6fLpfGEhRXOSoxRsXiGU\\_o2cQ3ezjnN?si=0bNlDJSOsftmuEOw](http://youtube.com/post/Ugkxr6fLpfGEhRXOSoxRsXiGU_o2cQ3ezjnN?si=0bNlDJSOsftmuEOw)

BY ME  
*Other Designs*



# SKILLS

- Productivity Tools: Proficient in MS Word, PowerPoint, Google Docs, and Google Sheets.
- Design Tools: Skilled in Canva (posters, infographics, and other visual assets).
- Creative Software: Familiar with Adobe Photoshop and Adobe Premiere Pro.
- AI Tools: Able to use multiple AI-based tools such as ChatGPT and Gemini for creative content and prompt writing.
- Creative Writing: Capable of crafting engaging and context-specific prompts and captions for digital content.
- Visual Communication: Strong sense of layout, typography, and color harmony for effective storytelling through design.



- Listening to Music – Enjoy exploring diverse genres for creative inspiration.
- Digital Art & Poster Design – Love experimenting with colors, layouts, and visual storytelling.
- Photography & Aesthetic Curation – Capture and edit visuals that convey emotion and theme.
- Reading & Creative Writing – Passionate about stories, ideas, and expressive communication.

# HOBBIES





# CONTACT ME

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Social Links:

LinkedIn: [linkedin.com/in/swetanshu-chakladar-632b732a5](https://www.linkedin.com/in/swetanshu-chakladar-632b732a5)

GitHub: [github.com/Swetanshu535](https://github.com/Swetanshu535)

Pinterest Portfolio: [pin.it/45q1qF08V](https://pin.it/45q1qF08V)





*Teamwork*  
**TOGETHER**