



SMRITI RAJ

GRAPHIC | TEXTILE | RETAIL



CONTACT

- ✉ smriti.raj2512@gmail.com
📞 (+91) 7827137800
🌐 smritiraj.com
🏡 Patna, Bihar

EDUCATION

National Institute of Design
Design for Retail experience
M.Des, 2014-2016

NIFT, New Delhi
Textile Design
B.Des, 2010-2014

SKILLS

- Branding
- Packaging Design
- Graphic Design
- Print design
- Weaving
- Photography
- Web Design
- Brand Strategy
- Campaign Design
- Space Design
- Interior Design

SOFTWARE

- Ps Ai Cdr

ABOUT ME

I intend to work in a challenging and competitive environment with people having variety of backgrounds and experiences where I will be able to explore my abilities and hence contribute with the best of myself.

EXPERIENCE

THE GROWTH STORY, Bangalore	4 months
<i>Graphic Design Intern - Branding and Campaign design</i>	
MOTHER EARTH, Bangalore	5 months
<i>Interior Design Intern - Developed Home Decor collection</i>	
TEEWE, Bangalore	3 months
<i>Graphic Design Intern - Campaign Design</i>	
GYAN SILK MILLS, Bangalore	2 months
<i>Print Design Intern - Developed Digital Prints</i>	

ACHIEVEMENTS

- Winner at National level Logo Contest by ncfindia2015.in
- 5yr diploma course in Fine Arts- prachin kala kendra, Chandigarh
- Best artist award in school
- Poster exhibitions in Patna
- Winner in caricature contest , NIFT
- Active player in basketball and athletics

PROJECTS UNDERTAKEN

- Developed digital prints
- Home Decor for "Mother Earth"
- Store Design for ROYAL ENFIELD
- Craft project on Phulkari- Patiala
- Window display for Carlsberg brand
- Digital Prints for "Kitschdii"
- Branding - street food "Spicy Crust"
- Self Billing Kiosk 'BIG BAZAAR'
- Logo Design 'foodsplatter.com'
- App for Parking car - 'PARQ'
- Fixtures - book shelf and bottle
- Rebranding - 'I wear khadi'
- Business idea - 'WEDDIY'
- Branding for salon chain 'Blunt'