



SMRITI RAJ

RETAIL | GRAPHIC | TEXTILE



ABOUT ME

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

EDUCATION

- 2008 Secondary School (St. Michael's High School, Patna)
- 2010 Higher Secondary (St. Michael's High School, Patna)
- 2010-14 Graduation, B.Des (Textile Design) NIFT, New Delhi
- 2014-16 Post Graduation M.Des (Design for Retail Experience) National Institute of Design, R&D Campus, Bangalore

EXPERIENCE

- 2 month Internship in digital prints with GYAN SILK MILLS, Bangalore
- 5 month Internship in Home Decor with MOTHER EARTH, Bangalore
- 3 month Internship in Marketing MANGO MAN Pvt. Ltd. TEEWE, Bangalore

SKILLS

BRANDING	●	●	●	●	●
PACKAGING DESIGN	●	●	●	●	●
ADVERTISING	●	●	●	●	●
GRAPHIC DESIGN	●	●	●	●	●
PRINT DESIGN	●	●	●	●	●
WEAVING	●	●	●	●	●
PHOTOGRAPHY	●	●	●	●	●
WEB DESIGN	●	●	●	●	●

SOFTWARE SKILLS

Ps	●	●	●	●	●
Ai	●	●	●	●	●
Cdr	●	●	●	●	●



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25.12.1991



Patna, Bihar

LIKES



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
- Done Poster exhibitions in Patna
- Winner in caricature contest, NIFT
- Active player in basketball and athletics

PROJECTS UNDERTAKEN

- Developed digital prints for apparel
- Home furnishing collection for "Mother Earth"
- Taught fine arts in NGO- JITM Skills, New Delhi
- Craft project on Phulkari- Patiala
- Product photoshoot with "Junkomania.com"
- Freelancing for "Kitschdii" in Home furnishing
- Branding for street food in Bihar- "Spicy Crust"
- Designed Self Billing Kiosk for "BIG BAZAAR"
- Logo Design for "foodsplatter.com"
- Designed App for Parking car App- PARQ
- Designed Fixtures for book shelf and bottle