



# SMRITI RAJ

GRAPHIC | TEXTILE | RETAIL



## CONTACT

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🏠 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



## 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
Graphic Design Intern - Branding and Campaign design	
MOTHER EARTH, Bangalore	5 months
Interior Design Intern - Developed Home Decor collection	
TEEWE, Bangalore	3 months
Graphic Design Intern - Campaign Design	
GYAN SILK MILLS, Bangalore	2 months
Print Design Intern - Developed Digital Prints	

## 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'