



SMRITI RAJ

Retail & Experience Designer

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
User Experience
User Research
Graphic Design
Print Design
Web Design
Branding Strategy
Campaign Design
Space Design
Logo Design

SOFTWARE



ABOUT ME

I intend to work in a challenging and learning environment with people from multiple domains and experiences where I can explore my abilities and hence contribute with the best of myself.

EXPERIENCE

Edgeverve - An Infosys Company, Bangalore · Jan 2017 - Present
User Experience Designer | Internet Banking Product for Finacle

The Growth Story, Bangalore · Jun 2016 - Oct 2016
Graphic Design Intern | Branding & Campaign

Twango, Bangalore · Apr 2016 - Jun 2016
Freelancer | User Interface & Campaign

Teewe, Bangalore · Apr 2015 - Jun 2015
Graphic Design Intern | Branding & Campaign

Mother Earth, Bangalore · Dec 2013 - Apr 2014
Interior Design Intern | Digital Prints & Home Decor Collection

ACHIEVEMENTS

NCFIndia2015 Winner | Indian Government Logo Contest
5yr Diploma Course | Fine Arts, Chandigarh
Best Artist Award | Higher Secondary School, Patna
Poster Exhibition | Multiple locations, Patna
Winner | Caricature Contest, NIFT, New Delhi

PROJECTS

Self Billing Kiosk | Big Bazaar
Business Strategy | WEDDIY
Logo Design | foodsplatter.com
Store Design | Royal Enfield
Digital Prints | Kitschdii

Branding | Spicy Crust
Car Parking App | PARQ
Rebranding | I wear khadi
Branding | Blunt
Fixture Design | Royal Enfield