

# SHYAMBHAVI SHUKLA

## VISUAL COMMUNICATION DESIGNER

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### SUMMARY

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As a graduate of CEPT University, I believe the university didn't just teach me design, but also how to "learn" and move forward in my academic life. I am passionate about retail design as I find it to be a wonderful mix of physical design, consumer psychology and communication design/skills; combined with strong workplace organisation- all topics that interest me and come to me naturally.

### PROFESSIONAL EXPERIENCE

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#### Art Executive, Lesssgo Media

June 2024 - Present

Key roles: Work on social media & marketing assets for Google India, Swiggy Instamart. (other clients include YouTube India). Required asset formats: Short videos, illustrations, motion graphics, cell animations, images etc.

#### Visual Communication Manager ( retail & hospitality), Hidesign

Dec 2023 - June 2024

Key roles: Store experience & communication design, E-commerce communication, social media ideation, visual merchandising ideation & development. QC for all visual communications pertaining to Hidesign & Hidesign Hotels.

#### Sr. Interior Designer, Hidesign

June 2022 - Dec 2023

KRA as designer: Store planning & experience design, hospitality & retail space planning, VM design, Project co-ordination between various brands and retailers.

KRA as an employee: Overseeing and guiding other designers, sampling new design products, overseeing smooth project handovers, communication between front end & corporate office.

#### Teaching Assistant, CEPT University

Jan 2022 - May 2022

Teaching assistant for course: Trend forecasting through magazine cover design.

#### Volunteer Interior & Graphic designer, Studio Naqshbandi (internship)

Dec 2020 - June 2021

Voluntary internship in interior design & (self pitched) graphic design work for the studio for value addition and streamlined customer experience and communication. Hospitality, institutional and residential design.

#### Freelance illustrator, graphic designer & content creator IG: @shmbhvi.does.art\_ 2020 - Present

Notable clients: Limited Edt India, Carmesi, India working group, Kavas Yoga, Openslate, DaurCom

### TECHNICAL SKILLS

Photoshop	Procreate (+ Dreams)	SketchUp
InDesign	Studioclip Paint	Microsoft Office
AutoCad	Illustrator	Figma
		Feather 3D

### EXPERTISE

Space design	Digital illustrations
Graphic design	Simple cell animation
Brand research	Work-place management

### EDUCATION

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#### Bachelor of Interior Design

2017 - 2022

CEPT University

- Relevant coursework in fundamentals of design, basics of construction & a thesis on consumer psychology in physical retail stores.

### ADDITIONAL INFORMATION

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- **Languages:** English, Hindi, Gujarati
- **Certifications:** Brand and Product Management ( IIM Roorkee)