

PRIYANKA VERMA

Creative Graphic Designer

ABOUT ME

As an aspiring artist within the Fine Arts department, I am eager to contribute my passion for creativity, continuous learning, and growth to the academic community. I am committed to fostering a dynamic and innovative environment that nurtures artistic expression. My enthusiasm extends beyond traditional artistry, as I am deeply passionate about integrating practical knowledge of corporate dynamics and real-world experiences into the realm of fine arts education. Having actively engaged in 4.6 years of corporate experiences, I am dedicated to bridging the gap between theory and practice, ensuring that students not only grasp the theoretical foundations of fine arts but also gain insights into its application in the contemporary professional landscape.

EDUCATION

Masters of Fine Arts in Applied Arts 2023

Nandlal Bose Subharti College of Fine Arts & Fashion Design, Subharti University, Meerut.

Bachelor of Fine Arts in Applied Arts 2019

Vidya Institute of Fashion Technology & Fine Arts, Meerut.

Senior Secondary (XII CBSE) 2015

Meerut City Public School, Affiliated to CBSE Board, Meerut.

Senior Secondary (X CBSE) 2013

Meerut City Public School, Affiliated to CBSE Board, Meerut.

EXPERIENCE

Global Excellence Group (July 2023 to December 2023 - 5 months)

- Creating captivating social media designs that blend aesthetics and strategic message that communicate brand for an impactful online presence..
- Designing impactful brochures and presentation decks that seamlessly blend compelling visuals for memorable brand representation.
- Collaborating seamlessly with teams for successful work outcomes, fostering synergy, and achieving collective goals.
- Received accolades for consistently delivering high-quality designs within tight deadlines.

Dhruv Media (May 2021 to February 2023 - 2 years)

- Designing eye-catching social media creatives that marry visual appeal with strategic messaging, elevating brand engagement and online visibility.
- Collaborating smoothly with vendors for successful cross-functional partnerships, ensuring effective communication and optimal outcomes.
- Demonstrated adaptability by staying updated on design trends and incorporating them into projects.
- Conceptualized and designed visually stunning marketing collateral, including brochures, infographics, and promotional materials.
- Played a key role in rebranding campaigns, successfully modernizing the client image and attracting a younger demographic.

Indo Rubber & Plastic works (April 2019 to March 2021 - 2 years)

- Crafting stylish swimwear, clothing, and sports products that seamlessly blend fashion with function for an exceptional consumer experience.
- Proficiently managing and crafting engaging social media posts for effective online presence and audience connection.
- Interact with stake-holders on regular basis for better design and product vision.
- Work hand-in-hand with developers and carried design as a lead.
- Received accolades for consistently delivering high-quality designs within tight deadlines.
- Worked closely with marketing teams to ensure brand consistency and adherence to design guidelines.

Siddhartha Advertising (June 2018 - Internship)

- Intern as a Graphic designer. Create prints and digital advertisement for the organization.
- Conceptualized and designed visually stunning marketing collateral, including brochures, infographics, and promotional materials.

SKILLS

Ethical Conduct, Problem-Solving
Effective Communication
Curriculum Development
Technology Integration
Collaboration & Adaptability
Organizational & Time Management

LANGUAGES

English & Hindi

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SOFTWARES

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