

SHREYA KUMRA

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+1 (814) 475-3254
Brooklyn, New York

EDUCATION

2021 - 2023
Chicago, IL

MFA Visual Communication Design
School of the Art Institute of Chicago (SAIC)
Honors Distinction

2017 - 2021
Providence, RI

BFA Graphic Design
Rhode Island School of Design (RISD)
Honors Distinction

EXPERIENCE

Jan - June 2023
Chicago, USA

Senior Graphic Designer, Next.cc
Design Education Nonprofit

Directed the expansion of Next.cc to 200+ schools by researching and designing diverse educational resources, and visuals on health, AR & VR technology, and sustainable design concepts etc.

Collaborated with cross-functional teams to develop and launch new educational resources, resulting in a 35% increase in student participation within the first two months of starting.

Sept - Dec 2022
Chicago, USA

Senior Strategist Designer & Consultant, SAIC
School of the Art Institute of Chicago
Donor Relations & Advancement Communications

Designed 50+ Stewardship, Foundry, and Scholarship reports while also developing guidelines to guarantee uniformity and excellence for upcoming projects.

Increased donor engagement by 25% and strengthened relationships with key stakeholders by implementing an innovative student in-studio video production program and devising web-based solutions.

Aug - Dec 2021
Addis Ababa, ETH

Brand Marketing Specialist, Tchakka Origins
Health & Wellness Product Manufacturer

Led the rebranding efforts for Tchakka Origins, resulting in a 25% increase in brand recognition and 40% increase in customer engagement rates.

SKILLS

Design

Brand Identity Design
Logo Design
Information Design
UI/UX
Typography Design
Publication & Editorial
Book & Poster Design
Motion Graphics
Film Making & Editing
Digital & Film Photography
Web Design
Apparel & Textile Design

Computer Software

Adobe Creative Suite
Blender
Cinema 4D
Rhino 3D
Figma
Procreate
GitHub
Visual Studio Code

Computer Programming

HTML & CSS
Javascript

Tools Training Certified

Laser cutting
Risograph
Screenprinting
UV printing
3D Printing

Soft Skills

Problem Solver
Efficient Worker
Project Planner
Marketing Expert
Brand Strategist
Concept Development
Researcher

EXPERIENCE

2020 – 2021
New Delhi, IN

Graphic & Apparel Designer, Pinnacle Clothing Textile Manufacturing Company & Supplier

Spearheaded the successful rebranding of Pinnacle Clothing, resulting in an amplified global market reach and a larger client base across Europe.

Boosted sales by 35% for Primark's top-selling women's collection by designing digital prints for 15+ styles in their Spring'21 collection.

May – Sept 2019
New Delhi, IN

Senior Designer, Illum Design Project Pvt. Ltd Independent Branding & Design agency

Improved customer engagement and IDUS furniture brand recognition by 15% in one year, by implementing innovative social media marketing campaigns and creating designs and concepts for catalogues, brochures, and pamphlets.

Mentored and coached junior designers to enhance their design skills and improve their work quality; Increased client satisfaction by 60% as measured by post-project surveys.

June – Sept 2018
New Delhi, IN

Graphic Designer & Curator, Play Clan Independent Design Label

Drove a 50% increase in brand awareness by creating and producing visually stunning motion graphics for global promotional advertisements, showcased on various social media platforms.

Collaborated with cross-functional teams to develop and execute creative concepts for ready to wear summer'18 collection that aligned with the brand's values and goals.

LEADERSHIP

May – Aug 2021
New York, USA

Creative Coordinator & Graphic Designer, NAAIS Civic & Social Organization

Conducted extensive design strategy and research to tailor the brand strategy to the target audience's needs, resulting in a 45% increase in donor engagement rates.

Feb – May 2018
Providence, USA

Designer, Elmwood Nursing & Rehabilitation Center Wellness Institution

Orchestrated the design and remodeling of a recreational space, the Serenity Room, for elderly residents, resulting in a sensory experience space to enhance mental health and peace.

EXHIBITIONS

"Zzzzzzzzzzzz"

Is A Gallery Exhibition
2021 | Shanghai, China.

Points of Inflection
Woods-Gerry Gallery,
2021 | Providence, USA

Interactions
Red Eye Gallery
2019 | Providence, USA

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