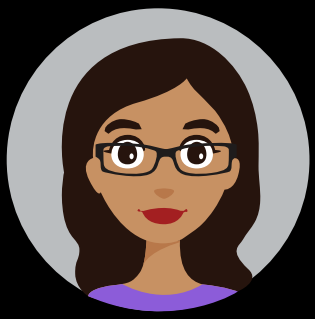


A Senior Digital and Graphic Designer with over a decade experience across digital campaigns, social media strategy, and Brand design. Adept at blending creativity with data-driven insights to engage communities and strengthen brand identity. Skilled in crafting compelling visual content, from image creation and video to graphics and animations, while facilitating audience growth through engaging storytelling. Enthusuastic about emerging technologies and AI-enabled tools, I like to unterake trainings and attend conferences/workshops whenever possible. I thrive in fast-paced, collaborative environments lead by innovation and dedication.

shalmali.1510@gmail.com | +61 415365004 | https://www.shalmalidasgupta.com/

QUALIFICATIONS

MASTERS OF COMMUNICATION DESIGN
RMIT July 2020

MASTERS IN VISUAL ARTS,
The M. S. University of Baroda July 2011

BACHELORS IN VISUAL ARTS,
The M. S. University of Baroda Aug 2009

SKILLS

Digital and Graphic Design I Motion Design I Multimedia Design I Digital content strategy and asset creation I Social media Design I Innovation and Trend-led Design I Digital marketing and advertising I Communication strategy I Concept development I Print Design I Web design and management I Information Design I Database management I Adobe Creative Suite I AI-enabled tools I Stakeholder collaboration I Project Management I Deadline-driven delivery I Attention to Detail I Workflow Management I Comfortable with Windows & MAC

PRODUCTION

Graphic Design I Animations I Videos I Campaigns I Bill boards & signage I Photography I Presentations & Proposals I EDMs I Story-Telling I Product catalogs & Literatures I Event collaterals I Branding and collaterals I Publications I Brochures I Icon Libraries I Webpages I Print Collaterals I Infographics I Social media collaterals I Thumbnails

SOFTWARE / WEB APPS

Adobe : Illustrator I Photoshop I InDesign Adobe XD I After Effects I Premier Pro I Adobe Acrobat I Firefly I Microsoft Office I Blender I SketchUp I V-Ray I Figma I Google ads I Mailchimp I Midjourney

DESIGN CONSULTANT
ShalDesign Intermediate

Catered to multi-disciplinary projects for clients across government, construction, fashion, cosmetics, events, hospitality and SEOs for the last 13 years. Leveraged emerging technologies like 3D design to create innovative digital and graphic design solutions for diverse projects. Pioneered design projects and content strategies for campaigns for print, digital and social media with a committed approach and ensured quality control.

SENIOR CREATIVE DESIGNER
Tectum Mechanics Sept 2025 - Present

Produced promotional videos, animations, icon library and technical illustrations to support brand communications and digital content publishing. Designed presentation templates in InDesign and PowerPoint to improve B2B and B2C communications and accelerate proposal production. Developed 3D models for marketing and product communications, integrating visuals into print and digital campaigns to increase user engagement. Currently managing the website redesign, focusing on information architecture and user experience (UX) improvements.

CREATIVE DESIGNER
TerryWhite Chemmart Feb 2026 – August 2026

Created videos and motion design assets for promotions and in-store screens, as well as external digital marketing ads using design software like Adobe Creative Suite. Designed assets to enhance digital communications for social media platforms (OOH, Google ads, IG) and eDMs for retail promotions, driving brand awareness and customer traffic. Produced print-ready materials including catalogues, posters, and mailers; advertisements in catalogues were responsible for driving brand footfall. Developed templates for presentations and sales materials to facilitate B2B and B2C growth and communication.

MID- SENIOR DESIGNER - GRAPHIC AND DIGITAL
Metagenics Nov 2021 - Sept 2025

Worked in a in-house design studio, designing for print and digital media. Managed high-quality campaigns from ideation to execution. Aided in managing the team and collaborated with different departments for an efficient workflow and building relationships across teams. Built icon databases and structuring processes. Identified new opportunities for facilitating visual and redefined existing materials for events, resulting in a 24% increase in stakeholder engagement over the years. Created specialized visual materials and campaigns for digital and print platforms with a focus on Digital ads, packaging and branding and EDMs.

CREATIVE DESIGNER
Big Bloom Sept 2021

Participated in Design thinking and brainstorming to ideate solutions for the presented issue. Designed visual collaterals and presentations for the team.

INTERNSHIPS

DESIGN INTERN

JWT (Now VML) April 2011 - June 2011

Designed various applications for companies like ITC, Tea Board of India, Taj, etc. Achievements include selection of cover designs for Tea Board of India from 25 covers.

DESIGN INTERN

Goldmine Advertising April 2008 - June 2008

Designed various applications for companies like ITC, Tea Board of India, Taj, etc. Achievements include selection of cover designs for Tea Board of India from 25 covers.

REFERENCES

AVAILABLE ON REQUEST

COMMUNICATION DESIGNER

D-Ford, Ford Motor Company Jan 2020-June 2020

Worked as a Communication designer in the in-house Studio at Ford Motor company under the WIL program at RMIT. Re-branding, Exhibition design and brand collaterals conceptualization were the focused projects.

DESIGNER - GRAPHIC AND DIGITAL

Intech tools Aug 2018 - Aug 2019

Designed creative visuals for the company to promote their products. The projects included Report design, Product Catalog, Brochures, Packaging, Digital promos, Signage, Website, EDMs and Branding. Partnered with client to create visual storytelling assets tailored to audience engagement while defining and maintaining corporate identity standards.

COMMUNICATION DESIGNER

NAB Jan 2019 - June 2019

Designed app interfaces, presentations, and digital deliverables as part of a cross-functional innovation team as part of the WIL program. Selected from applicants across the university. The objective of the program was to find a scope of expansion and present a solution by designing a product that catered to the identified population.

PROMOTIONS IN-CHARGE/ CORE FACULTY

MRID, The M.S.University of Baroda Feb 2014 - June 2018

Planned and executed promotional activities for the Institute and the University including branding, website design, displays, signage, marketing & advertising, designing the various products for the University shop. Led a team of Designers for promoting the institute across varied media and developing new ideas to reach out to the target audeince. Core faculty Communication Design.

DESIGN & RESEARCH ASSISTANT

The National Institute of Design August 2011 - December 2012

Developed Design solutions whilst working within a cross-functional team Design Consultancy Services (Studio). Notable work: Managed and executed the launch of India Design Mark for the India Design Council in collaboration with Good Design. Designed advertisements, brand collateral, and a website for the events.

