

SHALMALI DASGUPTA

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ABOUT ME

A multidisciplinary designer with a decade of experience in navigating cross-media sprints in Digital, graphic, and 3D design, along with a proven track record in managing complex design tasks in various settings – from Advertising agencies to in-house design studios and educational institutes, to boost customer engagement and retention.

Experienced leader and mentor with exceptional design management and art direction skills backed by an outstanding record of achieving results and supporting multimedia campaigns.

Skilled in crafting compelling visual content, from image creation and video to graphics and

Animations, while facilitating audience growth through engaging storytelling with a focus on creating flawless designs, forecasting design trends, and identifying opportunities for continuous growth.

Exceptional project planning skills plus proven ability to consistently meet deadlines and manage budgets, translating insights into recommendations for future campaigns, liaising with the team and the stakeholders from various industries to ensure a successful outcome.

Expert in managing brand guidelines, templates, and cohesive identity systems while multitasking over a range of design tasks, building and maintaining a design asset database, and enhancing efficiency across the team.

EMPLOYMENT HISTORY

Graphic and Digital Designer (Senior)

Metagenics (2021-present)

Achievements:

- Lead the design and execution of 50+ integrated campaigns across digital and print, increasing engagement rates by 30%.
- Introduced new design concepts and methods for producing social media content, reducing the project time by 45%.
- Identified new opportunities for facilitating educational content and redefined existing materials for events, resulting in a 24% increase in practitioner engagement over the years.
- Trained, coached, and mentored new employees in various workplace processes, practices, and procedures, including design techniques, project management, and providing administrative assistance to the team lead on numerous occasions.
- Successfully built libraries and databases, defining the need for new ones and updating the existing ones promptly, saving a considerable time invested in recreating variables and laying foundations for future projects.
- Organised workshops with stakeholders to establish a unified vision for the design project, ensuring everyone involved is aligned, and streamlined the brief to reduce the production time by 12% on larger projects involving various stakeholders.

Responsibilities:

- Developed and executed digital campaigns and social media content across multiple platforms.
- Produced high-quality visuals and short-form videos tailored for social-first engagement.
- Created printed product portfolios/catalogues and supporting materials like brochures, guides, advertisements, and flyers.
- Managed end-to-end campaign delivery, from concept to execution, ensuring alignment with Brand strategy.
- Created engaging digital assets for EDMs, promotional videos, landing pages, and events. Campaigns. Liaised with printers and external and internal parties for launching and executing the design artworks.
- Designed vibrant literature for aiding the education team in imparting information about the products while addressing the Company's vision, mission, and values.
- Collaborated cross-functionally with marketing, content, and creative teams to maintain a consistent brand voice.

Independent Creative Designer

Shal Design (2011 – present)

Achievements:

- Introduced 3D product models to clients, expanding their usual pathways to match the current trends.
- Successfully delivered a range of creative solutions to a varied and wide range of clients, adhering to their budget and timelines.
- Developed and maintained strong working relationships with multiple stakeholders including independent contractors, technicians and senior management to ensure all (work tasks) aspects of projects were completed.

Responsibilities:

- Catered to multi-disciplinary projects for clients across construction, fashion, cosmetics, events, and hospitality.
- Partnered with clients to create visual storytelling assets tailored to audience engagement.
- Executed Design Projects offering a diverse range of solutions with an eye for detail and adhering to the brand, whilst taking an approach towards Human-Centred Design.
- Developed strong working relationships with team members, contractors, management, and other people in various departments to ensure all aspects of work tasks and role responsibilities are completed.

Promotions In-Charge/ Core Faculty - Communication Design

MRID, The Maharaja Sayajirao University of Baroda (2014 – 2018)

Achievements:

- First faculty to be appointed at the Institute in a prestigious university.
- Experienced in operating in a dynamic work environment across various roles, including Design leadership, administrative, and academic roles.
- Led a team of up to 5 that consistently met or exceeded the Institute's reach and improved procedures that increased productivity and reduced the processing time of critical design activities.
- Designed curriculum and mentored over 36 student design projects for Brand identity, Graphic design, packaging, visual merchandising, interactive design, spatial design, and augmented reality (including XR) as a guide.

Responsibilities:

- Directed university-wide promotional activities across digital and physical channels, boosting engagement with key audiences.
- Designed and delivered campaign visuals, social media graphics, and brand collateral.
- Managed website updates, advertising campaigns, event branding, and collaborations for student outreach.
- Led a creative team, overseeing end-to-end execution of campaigns and fostering innovative communication strategies.
- Curated various exhibitions for outreach programs, demonstrating expertise in spatial graphics and producing event collaterals.

Design & Research Assistant

National Institute of Design (2011 – 2012)

Achievements:

- Managed and executed the launch of India Design Mark for the India Design Council in collaboration with Good Design. Designed advertisements, brand collaterals, and a website for the event. Received appreciation letters from the Council member, Co-ordinator, and Director of NID for my contributions to the successful launch.
- Successfully coordinated with 16 Government departments for translations of the Schedule on my First job.

Responsibilities:

- Developed Design solutions whilst working within a cross-functional team of Design Consultancy Services (Studio).
- Worked on prestigious projects like the launch of India Design Mark, promotional activities, and design solutions for various Government and Corporate offices.
- Conducted research for design activities and events, as well as curriculum development of young designers.

OTHER ROLES

Communication Designer | Big bloom (2011)

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

Communication Designer | D-Ford, Ford Motor Company (2020)

Rebranding and exhibition design, working within Ford's in-house studio team.

Communication Designer | NAB (2019)

Designed app interfaces, presentations, and digital deliverables as part of a cross-functional innovation team.

Graphic & Digital Designer | Intech Tools (2018–2019)

Created marketing materials including product catalogues, packaging, and digital promos.

Internship | JWT Advertising- Design studio (2010)

Internship | Goldmine Advertising (2008)

EDUCATIONAL QUALIFICATIONS:

Master of Communication Design,

RMIT (July 2020)

Master of Visual Arts,

The M.S. University of Baroda (2011)

Bachelor of Visual Arts,

The M.S. University of Baroda (2009)

SOFTWARE / WEB APPS

Adobe Illustrator, Photoshop, InDesign, XD, After Effects, Premiere Pro, Express, Firefly

Microsoft Office

Blender, Sketchup, V-ray (for 3D)

Figma

Miro

Mailchimp

Midjourney

REFEREES

Available upon request