



## Shalmali Dasgupta

### About me!

As Senior Designer with 13 years of expertise in graphic & digital design along with 2 yrs experience in 3D design, I aim to craft innovative visual solutions. My goal is to create distinctive designs that captivate audiences and strengthen brand identity. I have successfully managed and delivered a broad range of projects for diverse clients. I thrive in collaborative environments, exchanging ideas, discussing design trends, and exploring art and culture. Currently, I am focused on honing my proficiency in 3D design.

### Contact

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### Qualifications

- Masters of Communication Design, RMIT (July 2020)
- Masters in Visual Arts, The M. S. University of Baroda (2011)
- Bachelors in Visual Arts, The M. S. University of Baroda (2009)

### Relevant Work Experience

#### ● Designer - Graphic and Digital Metagenics (2021- Present)

Working in an in-house design studio, designing for print and digital media. The projects include EDMs, social media, Web pages, Digital assets, promotional videos, Digital event-collaterals for Metagenics Institute, Digital campaigns, creating Concept-based visuals, Reports, Product Catalogs, Brochures, Advertisements, Packaging,

Duties include: Managing campaigns from ideation to execution. Aiding in managing the team and coordinating between different departments for an efficient workflow and building relationships across teams. Building databases and structuring processes. Currently working on acquiring a 3D software for content creation team.

#### ● Designer - Graphic and Digital Intech tools (2018-2019)

Designing creative visuals for Tool manufacturing and distribution company as a part time employee while being a full-time student at RMIT. The projects included Report design, Product Catalog, Brochures, Packaging, Digital promos, Website and Branding.

#### ● Promotions In-Charge/ Core Faculty - Communication Design 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. Core faculty Communication Design.

Duties included: designing curriculum and methods of imparting education, administrative responsibilities and leading a team for promoting the institute across varied media and developing new ideas to reach out to the potential students.

#### ● Internships : Goldmine advertising & JWT 2009 & 2011

Undertook various projects for advertising, branding, packaging and Annual report design while undertaking studies in an Advertising agency and a Design house respectively.

#### ● 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 Work Integrated Learning program at RMIT. 3 Students were handpicked from numerous applications to work on various design tasks for the internal teams. Re-branding, Exhibition design and brand collaterals conceptualization were the focused projects.

#### ● Communication Designer NAB (Jan 2019-June 2019)

Worked as a Communication designer in a team of students selected from various departments under the Work integrated learning program by the Faculty of Business management in collaboration with NAB. 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. I designed all the deliverables and supporting collaterals like App design, presentation and other documentation.

#### ● Design & Research Assistant & Design Associate The National Institute of Design (August 2011 - December 2012)

Developed Design solutions whilst working within a cross-functional team Design Consultancy Services (Studio). Worked on prestigious projects like launch of India Design Mark, promotional activities and design solutions for various Government and Corporate offices.

#### ● Independent Creative Designer June 2011- Present

Undertook various projects in Graphic, digital and 3D design for Clients from various industries like Construction, Events, fashion, Cosmetics, Resorts, marketing and SEOs for the last 13 years whilst working full time in the industry to gain diverse experience.

## Skills

- Digital Design
- Graphic Design
- Web Design
- Concept development
- Project Management
- Ai image generation
- Illustration
- Animation
- Videos
- EDMs
- Advertising
- Promotional Materials
- 3D modelling & animation
- Basic Coding

## Software / Web Apps

Adobe Illustrator	Adobe XD	Microsoft	Figma	Miro
Adobe Photoshop	Adobe After Effects	Office	VS Code	SketchUp
Adobe InDesign	Adobe Express	Blender	Google apps	V-Ray

## Highlights

- Good understanding of the requirements of the Design industry in global as well as Australian context.
- Design process and implementation skillset- From conceptual studies to ideation and brainstorming for creating engaging processes and creative visual solutions.
- Expertise in relevant Adobe software for graphic and digital design. In addition, I also have an intermediate level of proficiency in 3D design.
- Core experience Digital media as well as print including Website design, product pages, banners, landing pages, EDMs, digital campaigns, social media content creation, advertisements, promotional brochures, branding, event assets and 3D designs while adhering to brand guidelines.
- The key design focus is communicating the precise brand message and values.
- Knowledge of HTML and CSS.
- Leading teams and coordinating with various departments, liaising with various stakeholders and teamwork to ensure a timely completion of deliverables and achieve desired results.
- Working efficiently within set timeframes and prioritising work as required.
- Experience of working with a broad range of clients.

