

VRINDA DIDWANIA

Visual Designer & Illustrator

"A drawing enthusiast, aiming to leverage my creativity & knowledge to provide business solutions & create awareness."

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Portfolio Link: <https://www.vrindadidwania.com/>

EDUCATION

- Bachelor of Commerce
J. D Birla Institute, Kolkata
Specialisation in Marketing
2017 - 2020
- Higher Secondary School
Ashok Hall Girls' Higher Secondary School, Kolkata
Commerce
2015 - 2017

EXPERIENCE

- Indegene Pvt. Ltd.
April 2023 - Present
Currently working as a Graphic Designer
- Taali
May 2021 - March 2023
Senior Visual Designer
Managed 5+ clients from the alcobev industry, with primary focus on branding and packaging design, meanwhile overseeing 2 projects in packaging design from start to completion.
Experience in UI design - designed a landing page, launching the product along with overseeing branding and social media campaigns for the product.
- Digilogi
Nov 2020 - April 2021
Graphic Designer
Managed 8+ social media handles of clients from diverse sectors and created impactful visual designs to communicate content.
- Social Neeti
Feb 2020 - Aug 2020
Graphic Designing Intern
Managed multiple clients of various sectors & visual designs, GIFs and videos. Created meaningful copy and strategy for social accounts and developed weekly reports & plans to analyse growth on social media.
- Innovation
Dec 2019 - Jan 2020
Graphic Designing Intern
Developed user-friendly & innovative website design layouts. Created engaging client proposals for renewal of contracts.
- Innovatia
Jun 2019 - Aug 2019
Graphic Designing Intern
Created graphics for social media handles of multiple clients focusing on product promotion.
- SEO Content Lab
Oct 2018 - May 2019
Content Writing Intern
Wrote engaging articles on lifestyle & how-to-do tutorials. Developed detailed research habit, time punctuality & embracing working under pressure to create non-plagiarized, authentic content.

CERTIFICATIONS & ACHIEVEMENTS

- Certificate of completion of Email Marketing Strategy Course by Hubspot Academy. (May, 2022)
- Certificate of completion of Performance Marketing Kickstarter Workshop by Growth School. (July, 2021)
- Certification for being a part of Personality Development Programme by Ilead.
- Head of the Systems Committee of Commercio Conclave organised by J. D. Birla Institute. (Jan, 2020)
- Attended Workshop on Floral Abstract Zen Doodle by Studio Ikigai. (Aug, 2020)

DESIGN & TECHNICAL PROFICIENCY

Adobe Photoshop	● ● ● ○
Adobe Illustrator	● ● ● ○
Adobe XD	● ● ● ○
Adobe InDesign	● ● ○ ○
Adobe Premier Pro	● ● ○ ○
Procreate	● ● ● ○
Figma	● ● ○ ○
MS - Word	● ● ● ○
MS - Powerpoint	● ● ● ○
Creative Writing	● ● ● ○

LANGUAGES

English	Write ● Read ● Speak
Hindi	Write ● Read ● Speak
Bengali	Read ● Speak

SOCIAL PROFILES

-  https://www.instagram.com/vrinda._design/
-  <https://www.linkedin.com/in/vrindadidwania>

INTERESTS & HOBBIES

-  Reading
-  Sketching
-  Music
-  Swimming