



TANYA GUPTA

SENIOR CREATIVE DESIGNER

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Hobbies



Objectives

As a Senior Creative Designer, I utilize my creative skills, imaginative abilities and storytelling aptitude to create artwork suitable to the client's demands. To train the juniors and resolve their queries with regards to using digital technology for creative work and use my potential in creativity for the success of the Organization.

Achievements

1. Employee Of The Month in Synergie ITCI.
2. Handling the whole real estate event in Patna from Delhi in Param Homes.
3. Hilston Television Commercial Advertisement selected for Singapore Television in Octo Events.

Software Skills



Qualification

- Diploma in Animation, Gaming & V.F.X. (Visual Effects) from IVS School of Design.
- Certified by Khazani Women's Polytechnic for Web Designing.
- B.se MM from Shobhit University
- 10+2 from C.B.S.E – 2010
- 10th from C.B.S.E - 2008

Industry Exposure

Executive Digital Asset at Synergie ITCI (May 2018 - Present)

Combining social and digital innovation to address societal challenges, Synergie is an integrated CSR and sustainability consultancy, planning, designing and implementation organisation. We also provide data-driven insights for monitoring & showing the impact of the CSR projects with corporates, government and NGO partners.

Roles and Responsibility

Playing an essential role in the marketing, creative, communications and digital departments. Take responsibility for leading the team, developing creative guidelines and directing creative work, including print collateral, web collateral, email campaigns, television and video advertising, and e-learning animations.

1. Road Safety For Children - CSR Project Supported By BP: This project is for educate minors to adult about road safety by creating e-learning curriculum for Class 1st to K12. My role is to create and handle the print and video design which can create a strong impact about roadworthiness on children in all over India.
2. Future Is Now - CSR Project By Yes Bank: This project is for educating students about Sustainable Development Goals (SDGs) in Super Heroic manner by conducting workshops and teaching them "How to make Earth pollution free". My role is to design presentations and create short animated movie, where children can experience that how they became a Super hero by reducing pollution.
3. Mercedes Bens MobileKids - A Daimler Initiative: Actively running across 11 countries since 2001, The intention is to teach children between the ages of six and ten in a playful manner how to be safe in traffic. My role is to design events collaterals and digital emailers and creative advertisements for social media and internal creatives in pan India.

Sr. Creative Designer at Param Homes (May 2016 - April 2018)

Successfully manage and coordinate projects from concept through completion. Work closely with clients to create vision conceive design and consistently meet deadlines and requirements. Effectively build, motivate and direct ATL and BTL designs. Coordinate designers, consultants and vendors to meet project requirements.

Creative Designer Octo Events (June 2014 - May 2016)

Combine art and technology to communicate ideas through images and creates event collaterals like - Arch Gates, Backdrops and Invites print and digital both and also execute Video invites by using Motion graphics. A variety of design elements to achieve artistic or decorative effects.

2D Animator and GD at N - Dimensions (July 2012 - May 2014)

Focus on creating characters, backgrounds, and scene transitions, bringing creative ideas and concepts to life. Create E-learning curriculum for Class 1st to K12, and Animated Advertisements by special effects and action graphics. Creating frames and characters.

