



SHRADHA NARANG | www.shradhanarang.com Senior Graphic Designer | Creative Strategist

A self-motivated designer & strategist, passionate about creating communication solutions by giving a visual identity to ideas, with over a decade of experience across roles as part of a mid-size entrepreneurial communication agency, servicing clients like Unilever, Siemens & Godrej for internal/ external communication needs in regional South-East Asia & local markets.

Capable of driving projects as part of a team as well as independently from consumer-research to concept development, from designing to output proofing & from budgeting to project coordination. With a background of working across digital, print media and a curious learning approach towards keeping abreast of new developments & technologies in the creative field, looking forward to appropriate opportunities after having been a freelance applied artist for the last couple of years.

My key strengths are:

End-to-end project management: From planning & strategizing to designing communication content as well as core brand-related assets (packaging designs, models & defining brand guidelines).

Coordinating across clients & teams: Evaluating alternative scenarios and connecting across internal team members to deliver the output within the set timelines / client brief.

Cross-media understanding: From the new-age digital mediums to traditional ones like print & OOH.

Cross-sector exposure: Varied sectors from consumer-facing CPG & Foods to Properties as well as non-consumer facing Healthcare & Industrial sectors.

CONTACT

📞 +65 91631242

✉️ shradha.sg@gmail.com

🌐 www.shradhanarang.com

🌐 <https://www.linkedin.com/in/shradha-narang/>

PROFESSIONAL SKILLS

PLANNING

Understanding project requirements and planning the course of action, within the project budget & timelines.

LEADERSHIP

Enabling the team understand the business perspective, presenting the ideas developed back to the client team with recommended course of action.

DILIGENCE

Thorough checking and proofing of project outcomes prior to delivery.

CONSISTENCY

Maintaining brand guidelines across creative execution.

WORK EXPERIENCE

2006-07 Web Developer

Developed the strategy & design for HTML websites basis key user Interface/user experience (UI/UX) requirements.

Designed e-direct mailers for key clients to promote events & launches across internal & external stakeholders.

Modeled & designed regular web content updates basis annual content calendar.

2007-09 Visualiser

Conceptualized in-store branding assets for Unilever's Kwality Walls across their mobile service units enabling easy consumer navigation of variants & flavours.

Created visual representations for concept-test research aids for Unilever's Lifebuoy, Pepsodent & Close-Up brands.

Visualized designs & concepts for product packaging, brochures & POS for Unilever Food Solutions to expand their institutional segment portfolio via new launches.

Crafted detailing aids & newsletters for Siemens Healthcare to help drive communication with health-care professionals.

Designed event collaterals like backdrop, foyer, posters, standees & catalogues for Siemens Healthcare basis global brand guidelines to educate professionals on new product features & usage.

2009-12 Creative Strategist

Digital platform development: Categorized and designed an online portal, 'Connections' for Unilever's beauty & salon brand, Lakme Lever to smoothen workflow communication across dealers / sales teams.

Developed wireframe & tested prototype for a user interface 'Voices from the Street' for Hindustan Unilever's marketing teams enabling on-demand consumer connect video viewing & access to key research documents.

Digital CRM Tool: Designed a desktop app-based Customer Relationship Management tool for a local salon to manage customer records, feedback & deliver customized offers whilst the back-end enabled employee commission in line with the time spent attending to customers and feedback ratings on the tool.

SOFTWARE SKILLS

Adobe Photoshop



Adobe Illustrator



Adobe Indesign



Adobe Premiere Pro



Corel Draw



Microsoft Office



Basic knowledge of: Balsamiq, InVision, Adobe XD, Adobe After Effects, Wordpress & HTML.

EDUCATION

DEGREE: B.F.A Bachelor in Fine Arts (Applied Arts)

YEAR OF PASSING: March 2006

INSTITUTE: Rachana Sansad College Of Applied Art & Craft, Mumbai, India

PERCENTILE: 56%

COURSE: Masters Diploma in Bag & Shoe Designing

YEAR: 2018

INSTITUTE: Mumbai Fashion Academy, India (Affiliated to Design Institute of Australia)

CERTIFICATIONS

GOOGLE ACADEMY FOR ADS

YouTube Creative essentials
Activate Customer-Centric Marketing
Google Ad Fundamentals

COURSERA

Web Design: Wireframes to Prototypes / UI UX Design

FACEBOOK FOR BUSINESS

Facebook & Instagram social media content development courses

Advance Photography Course from National Institute of Photography

Innovation: Developed the launch plans of Unilever Food Solutions' Knorr Indian Base Sauces; part of pre-launch sales team meets to devise communication plans addressing on-ground implementation concerns.

Brand campaign: Conceptualized rebranding campaign for a local school communicating about the new hi-tech facilities via assets like brochure, direct mailers and information website to dial-up enquiries.

Exhibit Design: Awarded 2nd prize for 'Best Stall Design' at Hosts'10 (India's largest hospitality tradeshow). Designed 3+ exhibition stalls for Unilever Food Solutions, targeting institutional HoReCa segment.

Project Management: Coordinated across client, 3P copywriting teams & art houses for Hindustan Unilever's 75th year special edition magazine, 'Hamara', a key corporate communications milestone for the client.

Creative demos: Creatively designed modified presentations for key meetings at Unilever. Designed flash presentations for 4 new properties launched by Godrej Properties (one of India's leading real estate companies), enabling their sales team to uniformly showcase the property features & images to prospects.

2012-13 Creative Strategist and Art & Craft Set-up

Creative Strategy: Conceptualized packaging for different toothbrush models (15 models, 7 sizes, 4-tier price points) for Unilever's oral-care brand, Pepsodent in APAC by designing new packaging graphics and defining guidelines to adapt basis local market needs.

Business Development: Creative representative on the business development team to pitch for new clients.

Start-up Research: Led the set-up of the core categories / product platforms as part of Arts & Crafts division.

2013-15 Art & Craft Designer and Business Developer

Digital store/ portal design: Designed a user interface & experience (UI/UX)-enhanced e-commerce store for an in-house fashion jewellery brand, bhavaa, with a focus on features and after-sales support to drive awareness and repeat purchases for the start-up.

Product / Brand Design: Exhibited at EnVogue - Dubai and prominent art studios in India, handcrafted 600+ gemstone-based jewellery pieces as a key member of the product development team.

Conceptualized the brand logo, packaging, tags & info-booklets for the brand, driving a premium imagery for the offering.

Brand Architecture: Shaped the brand architecture with designs being classified under 5 core collections, each catering to varied age groups via bespoke colour combinations.

Business Strategy: Researched grades of gemstones & metals, negotiated procurement terms across 30+ vendors in India & China to devise the business strategy.

2015-present Freelance Applied Artist

Social Media Content Design & Management: Created logo, cover images & videos for 'BakeEscape', a personally built online community on social media.

Blog & manage posts & content updates across Facebook/ Instagram for the community. An App (Application Programming Interface) under development to enhance user interface (UI) & mobile interactivity.

Designed & developed lab demonstration / display models & mementos for Unilever, Johnson & Johnson and Hexaware.

Led the development of print collaterals for varied start-ups, helping drive awareness and education of offerings.

Continue to stay updated on creative trends by participating in design competitions viz. SG Creator Awards'19.

Pursue my passion by creating art in a personal capacity for home décor.