

Nirupama Sudarsh

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RELEVANT WORK EXPERIENCE

JoJo Maman Bebe — Junior Digital Designer

June 2022 - Present, London

- Creating assets for their ecommerce website - mobile and desktop, liaising with marketing and ecommerce for brand campaigns
- Designing and building marketing emails, ensuring quality is checked and maintained through conception to execution.
- Designing performance marketing creatives for paid media channels
- Designing social media creative for Facebook, Instagram, Twitter, LinkedIn
- Continuously researching competitor activity and market trends
- Maintaining a visual inspiration library to develop new creative concepts

Taanga Studios — Graphic Designer

December 2019 - July 2021, Bangalore, India

- Conceptualized and executed the complete branding exercise- launching the company with a logo and website, creating letterheads, brochures and pitch decks - in collaboration with the wider team
- Developed brand guidelines and ensured team adherence to these
- Built compelling decks to pitch services to potential clients
- Designed a clean and intuitive website, establishing and widening the brand's online presence and reach
- Crafted the UI and UX for applications developed for clients by performing user and competitor research, analysis, creating user personas, sitemaps, user flows, wireframes, static and interactive prototypes, testing with users and iterating.
- Designed graphics, illustrations, icons, infographics and other visual assets from time to time

EDUCATION

Wiztoon Academy of Media and Design — Certificate in Graphic Design

April 2019 - December 2019, Bangalore, India

CAREER OBJECTIVE

To soak up all things design to become a competent and all rounded creative designer

SKILLS

Design

Digital Design, Illustration, Animation, Video Editing, Branding, UI and UX Design,

TOOLS

Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe InDesign, Figma, Wix