



# SHRINKHLA SRIVASTAVA

GRAPHIC DESIGNER

## PROFILE

With 2 years of experience, I am an adept and detail-oriented 26-year-old graphic designer with a high proficiency in diverse digital software. I am eager to pursue opportunities in the digital design field to continually learn and innovate.

## EDUCATION BACKGROUND

Graphic Design & Multimedia course  
MAAC, South Extension, New Delhi 2022

Indian Institute of Crafts and Design  
UG in Soft Material Application  
2017 - 2021

Higher Secondary Education (CBSE) at  
Lady Irwin Sr. Sec. School  
2015

## CERTIFICATION

Adobe Certified Professional -  
Photoshop, Adobe, 2022

Adobe Illustrator CC Certification,  
Adobe, 2022

## SOFT SKILLS

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Coreldraw  
Adobe Premier Pro  
Adobe After Effects  
Figma

## WORK EXPERIENCE

- Worked as a Graphic Designer at [Brown Men Marketing](#) (August 2023 - April 2024)
  - Worked for the following brands: (Gemaee, Apex Clinic, Posh Design, Rumi, Misstrange, Paayal Gupta, Rawafed Pharma, The Happy Humor, Go MHM, The Lounge suite studio and Fiduciam)
  - Creative agency designer specializing in crafting compelling designs and engaging social media content.
  - Focused on project delivery and client interactions with a diverse Middle Eastern clientele.
  - Expertise in creating logos, brochures, social media posts, and ads to maintain brand identity.
  - Approach includes industry research and audience analysis for resonant visual elements.
  - Skilled in optimizing user experiences for web and digital content with adaptable graphics and banners.
- Worked as a Graphic and Textile Designer at [Kladz International, Brand Gypsy Boho](#) (May 2022 - May 2023)
  - At the start-up, my key responsibilities are merchandising, from buyer order analysis to production. From creating vector designs on home furnishings products through digital printing. Accountable for managing hiring processes, setting up interviews, and managing HR responsibilities.

## FREELANCE PROJECTS

- Uttarakhand Music Festival (December 2023)
  - As Experienced social media designer recognized for contributing to the success of the Uttarakhand Music Festival. Developed engaging posts, showcasing individual artists, leading to a feature in the Uttarakhand magazine. Skilled in using platforms to promote cultural events and build community engagement.
- Markscan (June 2023 - September 2023)
  - At MarkScan, a Digital Asset Protection & Policy Advisory firm specializing in digital IP, I was responsible for designing layouts for standardized documents and creating visually appealing illustrations and social media posts.
- Makeup by KIA (February 2022)
  - Logo Design

## CONTACT DETAILS

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Behance : shrinkhla10

- Worked as a Textile Intern at Abhinav Exports (November 2021)
  - My role was to make unique stationery products for prominent international stationary brands.
- Volunteer of the Creative Dignity project (Internship, August 2020)
- Worked as a Trainee at Trishul NGO, Mumbai (Internship, December 2019)
- Zardosi and Aari work under a self-help group (May - June 2018)
- Volunteer at International Conference on Recent Trends & Sustainability in Crafts & Design held at IICD (November 2017).

## HOBBY

Street Photography  
(Published in the Scopio.io  
One of the largest photo-diverse libraries)