

CURRICULUM VITAE



LAKSHITA BHATTI

GRAPHIC DESIGNER

CONTACT

241, Sector 22, NIT Faridabad - 121005

+91 8826596194

lakshita341@gmail.com
designsbylakshita@gmail.com

PORTFOLIO LINK

designsbylakshita.wixsite.com/lbdesigns

EXPERIENCE

Dorset Industries Pvt. Ltd. (1 year 8 months - Present)

Graphic Designer

- **Branding and Visual Identity:** Designed Brand's look book & developed comprehensive brand guidelines that cover logo usage, color schemes, typography, imagery, and other design elements to guide vendors of pan india for the implementation.
- **Graphic Design Projects:** Design diverse marketing collateral, website banners, creatives for E-commerce, posters, flyers, T-shirt, banners, social media graphics, and other promotional materials.
- **Packaging and Label Design:** Develop visually appealing packaging & label designs for company's product and other festivals boxing.
- **Photography and Image Editing:** Collaborate with photographers and assist in coordinating product photoshoots. Also, edit and enhance photos to maintain a visual style.
- **Collaborative Planning:** Working closely with pan india vendors to integrate local insights into the designs. This involves regular reviews, approvals, & feedback loops with vendors and with marketing team.

Arena Animation, Division of Aptech (1 yr 6 months)

Graphics & 3D Faculty

- Taught and mentored students in graphics design and 3-D animation courses at Arena Animation.
- Developed and delivered engaging lectures and practical sessions to ensure a comprehensive understanding of graphics and 3-D concepts.
- Provided hands-on training in industry-standard software such as Adobe Creative Suite (e.g., Photoshop, Illustrator, InDesign) and 3-D modeling software (e.g., Autodesk Maya, Blender).
- Assisted students in creating portfolios showcasing their design.
- Conducted workshops on animation.
- Supported students in participating in stop motion game competitions and industry events to showcase their talent.
- Assisted in organizing student showcases and events to exhibit student work and promote the institution's reputation.

Dreamfx Studio (*Freelance in Graphics & 3D*)

- Created visually compelling graphics, 2D designs, and 3D models to bring client concepts to life.
- Developed detailed 3D models of interior furniture pieces.
- Utilized industry-standard software such as Autodesk Maya & Keyshot to create high-quality renderings and visualizations.
- Produced photorealistic renderings to showcase products from various angles and lighting conditions.

CORE SKILLS

- | | |
|--|-------------------|
| • Vector Illustrations | • 3D Modeling |
| • Understanding of colours, style of type & layout | • Texturing |
| • Print Design | • Basic Rigging |
| | • Basic Animation |

SOFTWARE SKILLS

- | | |
|-----------------|---------------------|
| • Illustrator | • Maya |
| • Photoshop | • Premiere Pro |
| • Corel Draw | • Keyshot |
| • Adobe Animate | • Substance Painter |

STRENGTH

Hard-Working Optimistic
Self Motivation Puntctual

LANGUAGES

English Hindi
Punjabi

INTERESTS

Photoshoot
Listening Soft Music

ACADEMIC QUALIFICATION

- Completed Diploma in AAIP with VFX (Arena Animation International Program) course from Arena Animation, Delhi in 2021
- Graduated in B.A (Eng.H) from Delhi University in 2018
- 12th passed from CBSE Board in 2015
- 10th passed from CBSE Board in 2013

ACHIEVEMENTS

- Worked for Pan India Branding. (**Dorset Industries Pvt. Ltd.)**
- Designed Brand's Look Book 2023, got approved to amend. (**Dorset Industries Pvt. Ltd.)**
- Students won 3rd Prize in Stop motion game at Creative Minds 2021 competition in Delhi Region, under my supervision. (**Arena Animation, Division of Aptech)**
- Created a proper set for Stop Motion Animation to display in an exhibition which helped in increasing the no. of admissions of students. (**Arena Animation)**
- First Prize in 3D Asset Model at Creative Minds 2019 in Delhi region.

DECLARATION

I solemnly declare that all the above information is correct to the best of my knowledge and belief.

