

# SHREYA GHOSH

Portfolio : [www.freckledbook.com](http://www.freckledbook.com)

Ui/UX Designer, Design Manager/Graphic Designer/Illustrator/Artist/Brand Assurance

email : [freckledbook@gmail.com](mailto:freckledbook@gmail.com) | [ghoshshreya92@gmail.com](mailto:ghoshshreya92@gmail.com) Phone : +91 9167121995 Location : Mumbai, India.

I am an accomplished designer with a passion for **ideas, design**, illustration and **a keen eye for detail**. **Experience of over 6 years** within the industry, I have had the privilege to work on a range of prestigious and diverse brands, from massive global giants to exciting, fresh start-ups. Along with designing **graphics** and **illustration**, I had pleasure working as **brand assurance** person and be a part of **product development team**. Drawing upon my experiences, I would like to work on **identifying opportunities, delivering elegant** and **innovative design solutions** that excite consumers and transform information and concepts into attractive, human-centred designs.

## EDUCATION

**September 2022-May 2023:** Post graduate certificate in **User Experience Design** from **York University School of Continuing Studies**, Toronto.

**June 2012 - May 2016:** Bachelor's degree in **Design** from **National Institute of Fashion Technology**, Mumbai.

## ACHIEVEMENTS

Selected to complete **Creative Training Program** by **NBCUniversal in Singapore**, in 2018, so as to function as a brand assurance in India.

Awarded with **N.I.F.T Meritorious Students Award** in 2016 convocation.

## WORK EXPERIENCE

### FREELANCE DESIGNER (Sept. 2022-present):

Manage a group of four freelance designers, and work on multidisciplinary art projects. Few recent projects include:

- **Karma Toys** (Karma Solutions Pvt. Ltd.) - **Packaging design** for and **multiple design work** for kids toys.
- **Prism Licensing LLP - Logo and brand design** for the company. Designed a **apparel collection** for **Jennifer Lopez X Reliance Ltd X Prism Licensing**. Design contract included styles, lookbook, graphics, mock ups, and a detailed compiled document with trims, fabric details and references.
- **White Kaleido** - Graphic design work for a fintech company's **website redesign**. Graphic design for multiple and mixed projects.
- **Hawks Eye** - Designed a **collection of 28 apparels for SS24**. Design contract included styles, lookbook, silhouettes, CADs, techpacks and graphics.
- **Fanville High** - Worked on designing **official school and college merchandise in India**.
- **Navi Mumbai Bengali Association** - Creating **banners and other marketing collaterals** for the events hosted by the association.

### THERAPPY INC. (March 2023 - August 2023):

UI/UX design - Design contract

**June 2023 - August 2023 :**

Worked as a **UI/ UX design** contractor for the **website development**.

Re-designing website screens according to the usability testing. Working on new **visual design, prototype, user flow, and information architecture**.

**March 2023 - May 2023 :**

Was part of a team of four designers for **TherAppy Inc, a startup based in Toronto**, Canada. We were introduced to the client by our Instructor at York University for our final project. We were responsible for:

- Development of a **user-friendly, intuitive, and accessible online platform for Therapy seekers and Therapists** to source local mental healthcare practitioners and clients.
- **User research - Heuristic analysis, Competitive analysis, User interviews**, and platform analysis.
- **Logo design and branding**.
- Wireframing and prototyping - A fully operational **High-Fidelity Prototype** of the TherAppy website, with separate therapist and therapy seeker portals to demonstrate the platform to investors and other stakeholders.
- **Usability Testing** through **user interviews**.

## THINK WHY NOT INTEGRATED COMMUNICATIONS (May 2022-Aug. 2022):

### Designation- Senior Visualiser

- Conceptualised and **illustrated social media** and **marketing colaterals** for huge real estate players in Mumbai.
- Designed social media **posts** for local clients including **Paw Purrfect**.
- Handled a **team of four**. Worked simultaneously with client servicing and social media team.

## BLACK WHITE ORANGE BRANDS PVT. LTD. (Sept. 2016-Apr. 2022):

### Designation- Senior Creative Executive & Brand Assurance

- Responsible for creating and designing character/**licensed merchandise** for huge global giants like **NBCUniversal, Minions Franchise, DreamWorks, Jurassic World Franchise, emoji®, bCreative, Fast and Furious Franchise, KKR**, etc.
- **Created graphics, illustrations, patterns, icons, packaging and styleguides** for local/domestic IPs and brands like Sony Yay, **Sunburn Music Festival, BookMyShow, Amazon Prime, Fukrey Boyzzz, Puneekar**, etc.
- Handled over **25+ licensees** including some of the major players in like **Myntra, The Souled Store, Mondelez, Only(Bestseller), Wrogn, Perfetti, Reliance, Bioworld(Voxpop)**, etc.
- Worked on **promotional licensing** with kellogg's and emoji, Mondelez India and NBCUniversal properties, local clients and Sony Yay properties, Perfetti India and Minions franchise.
- Core team designer for the brand **a47.in**, for official **licensed ISRO merchandise** and **Indian armed forces**.
- **Conceptualised and created styleguides/licensed artworks for emoji®, Discovery and Animal Planet**.
- Worked with the PR team on social media content/graphical posts for the company's social media pages.
- Did **logo and branding for local clients**.
- Functioned as a **brand assurance** person for the company. This required doing **creative approvals** of the creatives and artworks being done **for NBCUniversal and local brands in India**, checking on **merchandise sampling** and **directly speaking with the licensees and vendors** regarding artworks and products.
- Being part of the **product development team**, managed licensees with different demographics by **suggesting** them **styleguides, artworks** and **approvals**. Pre-production sample as well as final product checking was also a part of the job role.
- Managed licensees with their **product releases, promotions and social media content**.
- **Worked alongside** the **business development team** for **pitch decks**. **Suggested properties** for **potential licensees**, created **mock ups** and styleguides accordingly.

## FREELANCE DESIGNER (June 2016-Aug. 2016):

- Designed graphics, patterns and prints for apparel for the former Indian Cricketer **Yuvraj Singh's foundation "YOU WE CAN"**.

## BEING HUMAN (Dec. 2015-Apr. 2016): Intern

- Assisted and designed two **menswear** collections for AW16 and SS17.

## HYPERCITY RETAIL (June 2015-July 2015): Intern

- Assisted and designed **womenswear** collection for SS16.

## DESIGN SKILLS

Creative Thinking



Branding



Illustration



Teamwork and Management



Print Design



Creative Solutions



Concept Sketches and Doodling



Photography



Brand Assurance



User Research



Usability Testing



Heuristic Analysis



Wireframing



Prototyping



User Flows



Affinity Mapping



## SOFTWARES

Adobe Photoshop

---

Adobe InDesign

---

Sheets, Slides and Docs

---

Adobe Illustrator

---

Acrobat DC Pro

---

Adobe Bridge

---

Procreate

---

Figma

---

Vectornator

---

---

## LANGUAGES

English : Read - Write - Speak - Understand

Hindi : Read - Write - Speak - Understand

Bengali : Speak - Understand

---

## Social Media :

**Instagram** - [instagram.com/freckled.book/](https://www.instagram.com/freckled.book/)

**LinkedIn** - <https://www.linkedin.com/in/shreyaghosh92/>

---