

SHREE NARAIN

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PROFILE

**ART DIRECTION
COMMUNICATION
MARKETING**

A marketing and communications professional with a background in graphic design. Skilled in keeping the pages of a magazine juiced with visuals and copy as well as reaping the returns of the digital world.

Visual Designer & Illustrator, working on Branding, Art Direction, Editorial Design, and Visual Identities, I enjoy combining it with my passion for Marketing and Fashion.

Has work experience in three cities
– Singapore, London and New Delhi.

EXPERIENCE

PACHAMAMA GROUP / LONDON

April 2023 – Present
Graphic Designer, Marketing Assistant

Broad job scope – varying across restaurant space ideation, landlord packs, website development for individual restaurants, etc. Brand development and adaptation across global markets, visual branding across Pachamama restaurants, and developing key visuals for their socials and mainstream media.

STUDIO20SOMETHING / GLOBAL

September 2019 – Present
Founder, Creative Director

- Full time freelance branding and design agency
- Variety of design and branding jobs, for clients including Pangolin PR, EngageRocket, LOTUS PR, NEUE Water, Jaipure Fresh and Craft Spirits.
- Visual Merchandising, Branding Identity and Packaging, Web Design, Interface Design.

ITU CHAUDHURI DESIGN / INDIA

March 2021 – September 2021
Senior Designer

- Drawing up large scale concepts, ideating new briefs, team based UI / UX, conceptual design thinking, art direction for visual branding.
- Dealing with big clients like BookMyShow, and Wild Stone, displayed variety in approach, in various roles – art directing shoots, designing packaging, web design for large scale retailers.

NOISE / INDIA

June 2020 – March 2021
Graphic Designer

- Handled creative, production and physical creation based briefs.
- Deliverables with a focus on social media content, advertisement, packaging and other physical touch-points. Product placement, development and deliverables for release.

OGILVY / NEW DELHI, INDIA

May – July 2018 | May – August 2019
Graphic Design Intern

- Job requirements included creative, ideation and production-based briefs which focused on content, visualisation, branding and creating a range of deliverables.
- Worked on multitude of brands from different tiers in the market – IPL, BMW, Chivas, Royal Stag, Uber and Ballentines.

EDUCATION

M.A. Fashion Promotion,
Communication & Media
Istituto Marangoni, London
Graduated with Distinction in April 2023

B.A.(Hons.) Design Communication
LASALLE College of the Arts, Singapore
Graduated in June 2020

SKILL SET

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe PremierPro

Adobe XD
FIGMA
Website Design

Photography and Studio Knowledge
Procreate / SketchesPro
Painting – Oil, Acrylic

Team Player
Great Time Management
Smart Worker
Leadership Skills
High Attention to Detail

English (Fluent)
Hindi (Fluent)

REFERENCES

Michael Lowers, Founder, NEUE Water
michael@neuewater.com
+44 7429 012239

Ishaan Dass, Head of Design, NOISE
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+91 9990322322

AWARDS

Crowbar Awards 2020
Best in Art Direction | Runner Up

PORTFOLIO

www.shreenarain.com