

# SHREE NARAIN

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## PROFILE

### ART DIRECTOR AND VISUAL DESIGNER

I am skilled in keeping the pages of a magazine juiced with visuals and copy as I am reaping the returns of the digital world. A 21 year old Visual Designer & Illustrator based out of two cities – New Delhi, India, and Singapore.

Working on Branding, Art Direction, Editorial Design, and Visual Identities, I enjoy combining it with my passion for Illustration and Fashion.

## EXPERIENCE

### NOISE

June 2020 – Present

Working in the role of a Graphic Designer for the company. The job requirements include creative, production and creation – based briefs which focused on social media content, advertisement, packaging and other physical touch-points. Another big part of the role includes product placement, development and deliverables for their release. Constant challenging deadlines have taught lessons of thinking differently, design adaptably while simultaneously grasping the different sectors of the production.

### STUDIO20SOMETHING (FREELANCE)

September 2019 – Present

Founded in the third year of university, the company has carried out a variety of design and branding jobs. Some of these include Jaipure Fresh, World Within and Craft Spirits. From labels, to branding, right down to packaging, it's growing from a side hustle to a full fledged agency. The closest to a rebrand, this project has also allowed me an outlet to work on design work I am enthusiastic about.

### OGILVY / NEW DELHI, INDIA

May – July 2018 | May – August 2019

Fulfilled the role of a Graphic Design Intern at Ogilvy. FWorking under mentor-ship, job requirements included creative, ideation and production-based briefs which focused on content, visualisation, branding and deliverables. Ranging from packaging to social media projects, as well as market collaterals or creating a design pitch for new clients – the internships taught me the ins and outs of working at a large agency. Worked on brands that fall on a lot of different tiers in the market – BMW, Chivas, Royal Stag, Uber and Ballentines.

### THE YELLOW SPARROW

April – June 2017

Handled Art Direction for four months for the website and office as well as working to develop its social media presence on platforms like Instagram and Facebook. Work involved developing content, designing posters and graphics, editing pictures for articles, creating an Instagram feed that put forth the brand's communication.

## EDUCATION

B.A. (Hons.) Design Communication  
LASALLE College of Art  
Graduated in June 2020

Senior Secondary  
Step By Step School, Noida  
Graduated in 2017

## SKILL SET

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe PremierPro

UI / UX  
Website Design  
Procreate  
SketchesPro

Microsoft Office  
Acrylic Painting  
Watercolours  
Oil Painting  
Sketching

English  
Hindi  
Spanish

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

## PASSIONS

President of the Campus Indian Society  
National Level Swimmer  
Trained in Indian Classical Music  
Listening to Podcasts  
Psychology

## AWARDS

Crowbar Awards 2020  
Best in Art Direction | 3rd Runner Up

## PORTFOLIO

shreenarain.com