

# RIA RAJAN

## Visual Designer

I am a visual designer driven by a minimalist, clean aesthetic. I believe that the way you portray your products is as important as the product itself. This has led me to the world of social media and marketing - content creation to build a narrative and graphic design that allows you to build a brand language and identity.

I am currently looking for projects where I can expand and apply my skills in fashion & graphic design in order to help brands build their identity and social media presence.

### INTERPERSONAL SKILLS:

Communication, Leadership, Time Management, Adaptability, Teamwork & Collaboration, Multitasking & Work Ethic.



## EDUCATION

### B.Des LEATHER DESIGN WITH A MINOR IN TEXTILE DESIGN

National Institute of Fashion Technology,  
New Delhi

2019 - 2023

### HIGH SCHOOL

The Shri Ram School- Mousari  
ICSE and ISC Board Examinations  
Scored 97% in Grade X and 96% in Grade  
XII in Art Applications

2005 - 2019

## PROFICIENCIES

- Adobe Creative Suite
- Procreate
- Microsoft Office
- CorelDraw
- Rhino 3D
- CLO 3D
- NedGraphics

## SKILLS

### FASHION & PRODUCT DESIGN

- Fashion Illustration (hand, digital)
- Print Design
- Pattern Making
- Sewing (machine, hand)
- Specification Sheets
- Tech Packs
- Mock Development & prototyping
- Surface Development

### GRAPHIC DESIGN

- Visual Assets for digital & print
- Typography
- Logo Design & branding
- Illustration
- Layouts & publications
- Packaging
- Creatives for Meta & Facebook ads

### SOCIAL MEDIA

- Grid Design
- Templates for creatives
- Video Editing
- Content Creation (photo, video content)

## WORK EXPERIENCE

### JUNIOR GRAPHIC DESIGNER

Nappa Dori

June 2024 - October 2024

I worked on collaterals for both digital and print media, including but not limited to shooting images and videos, website banners, newsletters, logos, pamphlets, posters and placards. Creating content focused on building the brand language and narrative which included static images, videos and templates using the same. Repurposed content for different platforms along with Social Media Management. I also worked on logo units for collections and new formats for creatives for Facebook and Meta Ads which generated link clicks and revenue. Redesigned the language for The Grand Warehouse Sale and worked on all digitals and print collaterals for the same as well as Hyderabad store launch creatives and collaterals. I also designed a corporate catalogue and the 2024 edition for Dori Chronicles in the form of Brand Catalogue.

### GRAPHIC DESIGN, SOCIAL MEDIA MARKETING

31-12 Studio

January 2021 - May 2024

I have worked on curating the Social Media presence of multiple brands, with clients such ranging from hospitality and spirits to luxury accessory brands. I have been involved in various campaigns, working on the ideation, moodboards and final creatives for social media well as for print. I was mainly working on curating content to build the brand narrative, designing templates and editing videos in order to repurpose content for different platforms. Some of these brands include Hapusa, The Right Sided, Olive Goa, Neue Eyewear, Rhe-Ana Clothing & The Grammar Room.

### SPORTS UNIFORMS FOR EPFO

National Institute of Fashion Technology X Employees Provident Fund Organisation

October 2023

The team consisted of two faculties from NIFT New Delhi, one student and me, an alumni from the same campus. We designed a logo for the team, sports uniforms for each zone, blazers and mufflers.

### GRADUATION PROJECT

Best Graduation Design Project, Leather Design Department

Samant Chauhan

January - May 2023

Ready-to-Wear Apparel and Accessories Collection: I worked on a ready-to-wear collection of garments and products under the Leathergoods Department. Followed the design process from making the design developments in a notebook to how the garments would be stitched to finally conceptualising the photoshoot. The collection consisted of raw-edge leather jackets with floor-length lining, featuring zari embroidery paired with leather appliqué work on the dresses and corsets. The collection, titled 'Rustic Splendour' has a boho-chic aesthetic, taking elements from Indian as well as Western silhouettes. It aims to cater to 20-50 year old women.

### DESIGN & MERCHANDISING INTERN

Apollo International Limited (Leather Division)

June - August 2022

I worked on the sampling process for multiple clients, following the process from leather selection to cross-checking the samples with the tech packs. A few of my designs were approved by buyers and made into samples as well. Through the course of this internship, I learned how to identify different finishes of leather, how to formulate spec sheets, and how much of a difference 1/8th of an inch makes in the patterns for garments and bags.

### ILLUSTRATOR

TINATOONS

November 2019

Detailed digital illustrations for the Vivanna Cultural Hotel website. Contributed as an illustrator for Moblie Creches' storybooks for children.