

Rajrupa Biswas

Communication Designer

Place: Bengaluru, India
Ph no. +91 83744 08461

Email: rajrupabiswas2000@gmail.com
Portfolio: www.rajrupabiswas.in

EDUCATION

National Institute of Fashion Technology, India

(June 2019- June 2023)

B.Des Fashion Communication 9.20 CGPA

Politecnico di Milano, Italy

(Feb 2022 - June 2022)

Exchange Semester, B.Sc Communication Design

EXPERIENCE

Great Magazine of Timepieces, India - *Visual Designer*

Sep 2022 to Aug 2024

- Clients included Gucci, Cartier, TAG Heuer, Rolex, Tiffany & Co., Jaeger Le-Coultre, Louis Vuitton and more. Spearheaded the development of design language for various editorial properties, effectively communicating the publication's offerings.
- Utilised a range of mediums, including illustrations, 3D modelling, augmented reality, and data visualisation, to represent the luxury watch landscape in India. Showcased expertise in narrative and visual storytelling through typography, photography, illustration, and page architecture.
- Created and implemented brand-facing solutions to address critical design challenges for advertisers. Identified strategic design opportunities for brands through collaboration with editorial and sales teams. Produced a variety of printed materials, including large-format artworks, collaterals, and marketing materials.
- Conducted editorial photography and interviews with collectors, and industry leaders
- Worked with Augmented Reality application and User Experience design for the gmt-india.com website as part of the Graduation Project (Jan 2023 - May 2023).

Corporate Communication Cell, NIFT New Delhi - *Assistantship*

Sep 2021 - Jan 2022

- Designed the NIFT Annual Report 2022 for the Ministry of Textiles, Govt of India.

Femina - World Wide Media (Times of India Group) - *Editorial (Contract)*

Dec 2021 to Nov 2022

- Publication Designer (Image and Visuals) for luxury products
- Managed Feature and Copywriting
- Oversaw Interviews and Editorial Shoots for Print and Digital platforms

Clickpost, India - *Visual Design Intern*

Aug 2021 to Mar 2022

- Enhanced website blog Interface design
- Created Ebooks rich with illustrations and graphics
- Optimised marketing assets and collaterals for the Customer Experience team

Independent Designer - *Freelance*

2020 - Present

- Collaborated with brands such as Basic Fit, Boundless Media, Legal Wires, Gabriel and Co (New York), etc., to create marketing materials, infographics, and editorial assets.
- Flourished as a content creator skilled in 2D/animated illustrations, typography, and 3D visuals.

ACHIEVEMENTS

- Best Graduation Project I and Most Innovative Project Awards, NIFT Bengaluru 2023
- Best Academic Performance Awards by NIFT Bengaluru, 2023
- Project Featured by *World Brand Design Society*, 2024
- Project Featured by *Packaging of the World*, 2023
- Winner of International Typoday Competition by IDC, IIT Bombay, Aug 2021
- Illustration featured by *IAMNOTART gallery Chicago & Crypto Art Week Asia*, 2022
- Photography featured by *PhotoVogue Italia 2021-23*
- Illustration Featured and Interviewed by *The Mint, 1st Dibs 2022*

SKILLS

- **Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Aero, Substance and Dimension), Figma, Procreate and Microsoft Office Suite
- **Expertise:** Editorial Design, 2D Illustration, 3D Visual Art, Semiotics and Typography, Brand Design, Augmented and Virtual Reality, Data Visualization
- **Language:** English, Hindi, Bengali, Telugu (Fluent oral and literary skills)

EXTRACURRICULARS

- **Assistant to the Instructor of Illustration, 2019:** Assisted in instructing underprivileged students at the Khalid Education Society workshop, promoting creative expression.
- **Craft Cluster Initiative with Ganjifa Artisans, Mysore, 2022:** Collaborated with artisans to curate content for a craft publication, fostering preservation and promotion.
- **Research Paper on Omni-channel Strategies for The Indian Kantha Industry, 2021:** Conducted research to analyse and recommend innovative omni-channel strategies to enhance the competitiveness of the Kantha textile industry in West Bengal.
- **Instructor of Typeface Design, 2022:** Guided primary school students at Avenues Global School, Hyderabad during a Children's Summer Camp.
- **Created an Augmented Reality Experience, in 2023** for NIFT's Graduation show.

