



CHANASYA ARORA

CREATIVE DESIGNER

ABOUT ME

Skilled creative designer with a proven ability to create impactful designs for a variety of applications. Expertise in crafting compelling visuals for advertising, branding, and print media, including installations and set designs. Strong proficiency in industry-standard design tools and a keen eye for emerging trends. Collaborate effectively with cross-functional teams to deliver exceptional design solutions.

CONTACT

LOCATION

Delhi, India

Currently working in Ahmedabad, Gujarat

MOBILE:

9654417909

7001582856

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SOFTWARE

Illustrator

Photoshop

Figma

Blender

AutoCAD



EXPERIENCES

BRAND IDENTITY DESIGNER

Feb 2024 -Present

GROUP BAYPORT INDIA PVT LTD (AHMEDABAD)

Was responsible for the full lifecycle of brand identity development, from initial concept to final implementation for various clients. This involved creating comprehensive brand guidelines, designing logos and visual assets, and ensuring consistent application across digital and print platforms. I collaborated with marketing and communication teams to maintain a strong and cohesive brand presence.

SR. VISUAL DESIGNER

Sep 2023-Dec 2023

MADMEN MARKETING

Was responsible for development of innovative and impactful visual campaigns for diverse clients. This role encompassed leading the creative direction for projects, ensuring alignment with client objectives and brand strategies. created compelling visual assets for digital and print platforms, including UX/UI.

UX/UI FACULTY

June 2022- August 2023

IMAGINXP/ COLLEGEDEKHO

Developed and delivered engaging curriculum that focused on current industry principles and practical applications, providing students with hands-on training in essential design tools. Through project-based learning, I mentored students, fostering the development of practical skills. Additionally, I evaluated student work, providing constructive feedback to ensure their growth, and consistently stayed current with industry trends to deliver relevant and up-to-date instruction.

SR GRAPHIC DESIGNER

Dec 2019- June 2022

DESIGN THEKA

Played a supporting role in the creation of diverse visual assets. I assisted senior designers in the development of design concepts, actively contributed to the creation of visual content for both digital and print media, and ensured brand consistency across all design materials. I focused on learning and applying fundamental design principles and software, while collaborating effectively with the team to consistently meet project deadlines



ADDED PROJECTS

ART INSTALLATIONS

April 2023
(Many events done for Echoes of Earth)

ECHOES OF EARTH (SWORDFISH EVENTS)

I designed the set and the installation using industrial waste material to create a sensory experience that highlighted the delicate balance between human impact and ecological harmony. Showcased the journey of earth. How we recieved and what are we doing to the planet.

WEDDING INVITIATION

September 2019

DNA NETWORKS

I designed a complete wedding invitation suite deeply inspired by the rich and vibrant aesthetic of traditional South Indian murals. The design was created keeping in mind the printing criteria required.

LANGUAGES

ENGLISH	★	★	★	★	★
HINDI	★	★	★	★	★
KOREAN	★	★	★	★	★
PUNJABI	★	★	★	★	★
BENGALI	★	★	★	★	★

SKILLS

- Creativity and innovation
- 3D visualization
- Communication
- Attention to detail
- Risk Assessment and Innovation
- Adaptability and quick turnaround
- Environmental Graphic Design
- Interview process
- Conceptualization
- Spatial awareness
- Mentorship and leadership

HOBBIES

MUSIC	
DANCE	
PLANTING	
DIY	
ART & CRAFT	



INTERNSHIP

JR DESIGN INTERN
2020-2022

BACHPAN PLAY SCHOOL HEAD OFFICE

Completed a comprehensive teacher training program focused on pedagogical theory and practical teaching skills. Developed proficiency in curriculum development, classroom management, and student assessment.

DESIGN INTERN

2017 - 2019

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

Focused on interdisciplinary visual storytelling, design thinking, and contemporary media practices. Cultivated skills in user-centered design, interactive media. Engaged in an interdisciplinary curriculum combining design research, visual language, and media theory.



EDUCATION

BACHELOR IN EDUCATION
2020-2022

RAO MOHAR SINGH COLLEGE OF EDUCATION

Completed a comprehensive teacher training program focused on pedagogical theory and practical teaching skills. Developed proficiency in curriculum development, classroom management, and student assessment.

MASTERS IN VISUAL COMMUNICATION
2017 - 2019

SRISHTI INSTITUTE OF ART DESIGN AND TECHNOLOGY, BANGALORE

Focused on interdisciplinary visual storytelling, design thinking, and contemporary media practices. Cultivated skills in user-centered design, interactive media. Engaged in an interdisciplinary curriculum combining design research, visual language, and media theory.

BACHELOR IN FINE ARTS- (PRINT MAKING)

2013 - 2017

KALA BAHAVAN, VISVA BHARTI UNIVERSITY, SHANTINIKETAN, WEST BENGAL

Developed proficiency in traditional and contemporary printmaking techniques, including etching, lithography, & woodcut, Screen Printing and mixed media. Focused on artistic expression and technical mastery.

HIGHER SECONDARY SCHOOL
2012 - 2013

HOLY CHILD SR SECONDARY SCHOOL

Developed proficiency in traditional and contemporary printmaking techniques, including etching, lithography, & woodcut, Screen Printing and mixed media. Focused on artistic expression and technical mastery.

SECONDARY SCHOOL

2010 - 2011

SADHU VASWANI INTERNATIONAL SCHOOL

Developed proficiency in traditional and contemporary printmaking techniques, including etching, lithography, & woodcut, Screen Printing and mixed media. Focused on artistic expression and technical mastery.