



Anushka Roy

MA Luxury Fashion Brand Management | Nottingham Trent University'24 | NIFT'23

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Languages

Bengali (Native)

English (Fluent)

French (Basic)

Hindi (Fluent)

About

I have extensive experience in retail design and customer engagement, excelling in dynamic environments. Skilled in Adobe Creative Suite, I focus on creating compelling visual content and innovative branding solutions for various brands.

BRANDS WORKED WITH

Nottingham Trent University

Edcons Exports PVT LTD

Aranyani Atelier

Experience



● Course Representative

Nottingham Trent University | Jan 2024 -



● Sustainability Representative

Nottingham Trent University | Oct 2023 -

● Freelance Graphic Designer

| Apr 2023 - Aug 2023

- Spearheaded the design of branding, packaging, and patterns by translating client specifications into compelling visuals using Adobe expertise.
- Managed the entire project life cycle, from initial client consultations and concept presentations to iterative refinement and final delivery.
- Cultivated strong client partnerships through proactive communication and strategic alignment, ensuring designs exceeded expectations.
- Showcased adeptness in translating client visions into cohesive and impactful branding and design assets.
- Achieved a successful market launch with accolades from the client for delivering exceptional quality and meeting strategic objectives.

● Product Design Intern

Edcons Exports PVT LTD | Jan 2023 - Apr 2023

- Orchestrated business development initiatives by leveraging adept written communication skills to engage clients effectively.
- Applied Photoshop proficiency to enhance multimedia design, specializing in image editing to create compelling visual content.
- Demonstrated adeptness in supply chain management, adeptly sourcing materials and overseeing vendor relationships to optimize operational efficiency.
- Crafted visually captivating marketing collateral, showcasing expertise in layout and composition to maximize impact and engagement.
- Utilized advanced Excel capabilities for meticulous data organization and efficient product information management.
- Spearheaded end-to-end product design processes, encompassing concept development and meticulous creation of Bill of Materials (BOM).
- Fostered cross-functional collaboration through articulate interpersonal communication, facilitating seamless team coordination.
- Managed concurrent tasks and projects adeptly through strategic prioritization and effective time management practices.



● Product Design Intern

Aranyani Atelier | Jun 2022 - Jul 2022

- Conducted in-depth market research and competitive analysis, demonstrating strong research and analytical skills.
- Conceptualized and designed a collection of four women's leather handbags, overseeing the process from ideation to execution.
- Drew inspiration from trends and brand aesthetics to create innovative, on-brand product designs.
- Managed the full design process, including sketching, prototyping, and refining concepts.

- Ensured all designs aligned with brand identity while introducing fresh creative perspectives.
- Produced and revised 50 detailed technical specification sheets with meticulous attention to detail, meeting a tight 2-day deadline during a colleague's absence.
- Gained comprehensive exposure to KPIs and the full product development life cycle by shadowing and assisting various teams.
- Demonstrated flexibility and a willingness to support multiple departments, maximizing learning opportunities.
- Contributed innovative ideas during collaborative brainstorming sessions, showcasing critical and creative thinking.

Education & Training

2023 - 2024 ● **Nottingham Trent University**

Master of Arts - MA,

2019 - 2023 ● **NATIONAL INSTITUTE OF FASHION TECHNOLOGY,
KOLKATA**

Bachelor's degree,