



Anushka Roy

Visual Storyteller: Bridging Brands and Consumers with Compelling Designs

📍 Nottingham, UK

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Languages

English (Fluent)

French (Basic)

Hindi (Fluent)

Bengali (Native)

About

Masters in Luxury Fashion Brand Management | | Nottingham Trent University | | Interested in branding, storytelling and creative assistance

I am a fashion brand management student at Nottingham Trent University, with over 5 years of expertise in Adobe Creative Suite. My collaborative and empathetic nature enables me to thrive in team environments, where I actively promote diverse perspectives and inclusive surroundings. Grounded in a strong commitment to equality, respect, ethics, and diversity, I am highly goal-oriented and self-motivated. Drawing from a background in fashion design and brand management, I possess a keen ability for storytelling and visual aesthetics. I am eager to bring fresh, innovative ideas to the table and further elevate my capabilities as a creative professional. I am committed to continuous learning and exploring new opportunities in the dynamic world of fashion.

BRANDS WORKED WITH

White Rose

Nottingham Trent University

Edcons Exports PVT LTD

Aranyani Atelier

Experience



● Retail Volunteer

White Rose | Feb 2024 - Now

- Provided excellent customer service by employing effective communication and collaboration abilities when addressing inquiries.
- Merchandised displays highlighting visual storytelling skills and ability to create engaging compositions.
- Developed consumer understanding through interpersonal skill in gathering preferences and feedback.

● Freelance Graphic Designer

| Apr 2023 - Aug 2023

- Highlighted a diverse skill set merging design proficiency with content creation, branding, and marketing strategies. Proficient in branding, packaging design, content writing, product mock-ups, digital pattern• Designed branding, packaging, and patterns by transforming client needs into impactful visuals using Adobe proficiency.
 - Managed full project life cycle - gathered client requirements, presented concepts, incorporated feedback through multiple iterations prior to final delivery.
 - Fostered a collaborative client relationship, ensuring all designs met and exceeded expectations.
 - Demonstrated ability to transform client vision into cohesive, impactful branding and design assets.
 - Project successfully launched to market with client's commendation on delivered work.
- creation, and effective product promotional strategies. Additional strengths include typography, time management, and organisational prowess.

● Product Design Intern

Edcons Exports PVT LTD | Jan 2023 - Apr 2023

- Supported business development through professional written communication skills in client outreach.
- Image editing using Photoshop highlighting multimedia design abilities.
- Sourced materials exhibiting supply chain knowledge and vendor management skills.
- Created visually appealing marketing collateral through layout/composition skills.
- Managed data organization and product information indexing using Excel expertise.

- Designed product collection from concept to BOM creation, showcasing end-to-end process management capabilities.
- Navigated cross-functional collaboration by employing interpersonal skills and coordination across teams.
- Managed concurrent tasks/projects through effective prioritization and time management.



● Product Design Intern

Aranyani Atelier | Jun 2022 - Jul 2022

- Conducted in-depth market research and competitive analysis, exhibiting strong research and analytical skills.
- Conceptualized and designed a collection of 4 women's leather handbags from ideation to execution.
 - o Drew inspiration from trends and brand aesthetics to create fresh, on-brand product designs.
 - o Followed full design process including sketching, prototyping, and refining concepts.
 - o Ensured designs aligned with brand identity while offering new creative perspectives.
- Created and modified 50 detailed technical specification sheets with precise attention to detail within a tight 2-day timeline when colleague was absent.
- Gained exposure to KPIs and full product development life cycle through shadowing and assisting other teams.
- Exhibited flexibility and willingness to support across departments to maximize learning opportunities.
- Created technical specification sheets with precise attention to detail.
- Contributed ideas during collaborative brainstorming sessions, demonstrating ability to think critically and outside the box.
- Assisted photoshoots, displaying flexibility and willingness to take on varied tasks.



● SOCIAL MEDIA MANAGEMENT

Nottingham Trent University | May 2024 - Now

- Initiated the digital version of The Fashionist magazine, a new endeavor for the university.
- In the initial phases, concentrating efforts on art directing and overseeing creative photoshoots to build a bank of compelling visual content.
- Brainstorming innovative concepts and styling directions to establish a distinct brand aesthetic across digital platforms.
- Collaborating closely with the creative team to coordinate every aspect of the content production process from ideation to execution.
- Providing creative direction to ensure a cohesive, visually captivating result aligned with the magazine's brand identity.
- While social media rollout is still upcoming, making calculated preparations by thoughtfully curating and organizing the initial content library.

Education & Training

2023 - 2024

● Nottingham Trent University

Master of Arts - MA,

2019 - 2023

● NATIONAL INSTITUTE OF FASHION TECHNOLOGY, KOLKATA

Bachelor's degree,