SUDESHNA DAS

Senior Designer | Art Director

CONTACT

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SUMMARY

7+ years of experience as a creative and results-driven Designer with a proven track record of delivering captivating designs and leading cross-functional teams. Skilled in conceptualizing and translating ideas into visually stunning solutions that align with brand objectives. 3+ years of experience in leading and managing projects from inception to completion, fostering collaborative environments, and exceeding client expectations. Passionate about staying current with design trends and implementing innovative approaches to drive business growth.

WORK PERMIT

Possesses a valid **Italian Working Permit (Permesso Di Soggiorno Lavoro Subordinato)**, facilitating **both on-site and remote employment opportunities within Italy**, as well as **remote employment from any location worldwide.**

WORK EXPERIENCE

- **Lead Designer**   **March 2021 - June 2024**
  Scentcraft Custom Fragrance (Rome, Italy) (Work Highlights)
  - Directed a team of 8 designers in creating 8+ customized label designs daily for ~50 macro and micro influencer clients, ensuring alignment with their style and requirements, maintaining 100% accuracy and quality using Adobe Creative Cloud.
  - Utilized advanced UI/UX skills in Figma wireframing, prototyping, and usability testing to conduct A/B tests on influencer landing pages, collaborating with 6+ developers to ensure design consistency in branding, color, and typography, optimizing layouts and CTA placements—resulting in a 15% increase in checkout rates and a 20% boost in sales across 10+ product SKUs.
  - Designed landing pages for influencers' microsites to drive direct perfume purchases, enabling seamless social media promotion while allowing their followers (customers) to purchase easily and influencers (clients) to earn commissions.
  - Collaborated with a cross-functional team of 7 developers and designers to design the website interface, launch pad page, and dashboard in Figma, while creating engaging videos with Adobe Premiere and CapCut, driving a ~€25,500 increase in sales profit during the 2022 fiscal year.

- **Creative Designer and Production Supervisor**   **January 2023 - December 2023**
  Amante 1530 (New York, USA) (Work Highlights)
  - Conceptualized and executed a unique tarot card deck with custom artwork and personalized features, using design skills in illustration, typography, and color theory, thus enhancing brand identity by aligning the deck with the brand's visual language, increasing customer interest by 40% through social media engagement, ad clicks, and checkout rates.
  - Supervised the printing and production of a tarot deck with 2 external printing specialists, overseeing key steps such as material selection, metallic effects, color accuracy, and packaging design to ensure high-quality output and 0 defects across 500 units, thus optimizing costs while maintaining quality.
  - Incorporated client feedback into an iterative design process to create a card deck that compliments the Amante 1530 bottle packaging, delivering a final product that boosted customer satisfaction by 15%, enabling clients to present their products with enhanced visual impact and consistent branding.

- **Freelance Creative Director**   **October 2023 - November 2023**
  Freedom At The Mat (Chicago, USA) (Work Highlights)
  - Strengthened the brand's online voice and identity across Google Ads, Youtube, Instagram, and Facebook during a 2 month campaign, resulting in a 60% increase in social media engagement (likes, comments, and shares) resulting in a drive in purchases.
  - Produced over 4 high-quality video ads and dynamic digital content, boosting website traffic by 40%. Captured user contact information for targeted promotional messaging, improving user retention by 15%.
  - Led a development team of 6 in creating the website, focusing on UI/UX enhancements such as optimizing the homepage layout, resolving previous issues with slow load times and unclear CTA placements, ensuring a seamless navigation between product pages and checkout.

- **Packaging Designer**   **June 2020 - December 2022**
  House of Ayurveda (New Delhi, India) (Work Highlights)
  - Led and collaborated with 3 cross-functional teams, including marketing, product, and packaging production, working closely with owners to ensure designs align with the brand's tone of voice and authenticity.
  - Conducted market research on 10+ products in the hair and skincare industry, analyzing design trends, material choices, and competitor pricing, thus identifying key trends such as sustainable packaging and minimalistic designs.
  - Outperformed 3 competitors by analyzing sales data and market performance, ensuring a competitive edge in affordability and design, thus reducing production costs by 5% through cost-effective materials and streamlined production processes.
  - Created compelling labels and box prints for 5+ products using Adobe Illustrator and Photoshop, featuring minimalist designs, brand-aligned colors, and modern visuals to elevate packaging appeal, contributing to a 17% increase in purchases on Amazon India, driving improved conversion rates.

- **Brand Designer**   **October 2021 - December 2021**
  EVOKE By KA (London, UK) (Work Highlights)
  - Spearheaded the redesign of company assets by utilizing a vibrant color palette to refresh the brand identity, aiming to boost visual appeal, leading to a 14.5% increase in brand recognition.
  - Designed a series of Nordic-inspired icons, packaging materials, and card illustrations using Adobe Illustrator, Photoshop, and InDesign, creating a unique brand experience that led to a 30% increase in website customer engagement, including clicks, add-to-carts, and purchases.

- Managed the end-to-end printing process, overseeing everything from concept development, design mockups, and color calibration to pre-press checks and final production, ensuring precise color accuracy, font and layout consistency, and brand alignment through rigorous quality control measures, including proofing, material testing, and press checks.
- Produced final products that not only exceeded client expectations but also gained positive feedback through testimonials, social media shares, and customer referrals.

Architectural Intern   **December 2017 - June 2018**
Rukshan Widyankar Pvt. Ltd. (Colombo, Sri Lanka)
- Produced detailed construction drawings using AutoCAD, demonstrating proficiency in drafting techniques to generate comprehensive project documentation, while also developing 3D models and realistic renders using SketchUp and Vray, enhancing visualization and facilitating effective communication with clients and project stakeholders.
- Applied cost estimation skills and prepared detailed Bills of Quantities (BOQs) for hospital counters, conducting a market study for materials, resulting in an 11.3% cost reduction (from €93,500 to €82,599.57), achieved through efficient resource allocation and strategic procurement strategies.
- Collaborated with architects and engineers to address design challenges and improve project efficiency, contributing to the successful and timely completion of hospital projects within a budget of €210,000 (1€ ≈ 335.35LKR).

EDUCATION

Master of Graphic Design (MDes)   **January 2020 - December 2020**
Florence Institute of Design International (FIDI)
(Florence, Tuscany, Italy)

Bachelor of Architecture (2019)   **August 2014 - May 2019**
School of Planning and Architecture (SPAV)
(Vijayawada, Andhra Pradesh, India)

SKILLS

Design
Graphic Design, Visual Design, Branding and Identity, Brand Design, Packaging Design, Illustration, Art Direction, UI/UX Design, Prototyping and Wireframing

Core Competencies
Creative and Innovative Design, Adaptability and Flexibility, Attention to Detail, Leadership, Project Management, Team Building, Collaboration and Communication, Critical Thinking, Time Management, Conflict Resolution, Client Collaboration

Creative/Editing Software
Adobe Creative Suite, Adobe Creative Cloud, Illustrator, InDesign, Photoshop, Lightroom, Animate, After Effects, Premiere Pro, Media Encoder, CapCut, Procreate, Canva

Website Design
Figma, Adobe XD, Wordpress, Elementor, Instapage

Technical Software
AutoCAD, Google Sketchup, Rhinoceros, 3DS Max, Lumion, Vray

CERTIFICATION

Council of Architecture (COA)
Registered Architect, India
Issued: Sept 2019
Credential ID CA/2019/110876

LANGUAGES

English, Italian, Hindi, Bengali, Marathi

ACHIEVEMENTS

TerraViva: Drype Logo Design Competition (2024)
Finalist

TerraViva: Logo Design Competition (2023)
Honourable Mention

TerraViva: Hybrid Co-Working Space Design (2023)
Finalist

ANDC (2015, 2016)
Listed in Top 20 and Top 60 respectively

Ethos India IGBC Design Competition (2015)
Listed in the Top 50

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