

Tanya

Visual Designer and Illustrator

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[Linkedin](#)

Work Experience

Never Grow Up ®

Design Manager

JUNE 2024 - Present

Mumbai, Maharashtra

I lead Employer Branding and Internal Communications for prominent brands including Tata Power and Sanofi, alongside contributions to Motilal Oswal, Godrej Capital, and Godrej Properties Limited. I am responsible for establishing design processes, training new hires, and developing visual branding frameworks that enhance communication strategies within the pre-sales team. My focus is on creating effective messaging that resonates with both internal stakeholders and prospective external hires, ensuring a cohesive brand narrative and fostering a strong organizational culture.

Visualizer

MAY 2022 - JUNE 2024

Mumbai, Maharashtra

As a Visualizer, I developed and executed creative strategies for Employee Engagement, Employer Branding, and Internal Communications across diverse brands. I led design for Swiggy's Employer Branding team for 19 months, and was a part of the core team that worked together to bag the LinkedIn Best Employer Award for the year 2022. Additionally, I was responsible for establishing design tonalities while pitching projects to potential clients, ensuring alignment with brand identity and enhancing client engagement.

Cozy Welma

Freelance Visual Designer

FEBRUARY 2022 - MAY 2022

Panchkula, Haryana

As a Freelance Visual Designer, I successfully executed a range of projects focused on branding, merchandising, and social media design for clients. Additionally, I created original merchandise under my pen name, Cozy Welma, which was featured in local retail chains, showcasing my ability to blend creativity with commercial viability.

The Happy Slate

2D Illustrator

JULY 2021 - JANUARY 2022

Bengaluru, Karnataka

In my role as a 2D Illustrator, I created background and character assets for animation, contributing to visually engaging storytelling. I also developed storyboards to map out narrative flow and occasionally took on sound design tasks, enhancing the overall production quality and ensuring a cohesive audio-visual experience.

Skills

Design

Illustrations - Vector Art - Photo Manipulation - Creative Strategy - Vision Presentations - Concept Sketches - Mockups - Motion Design - 2D Animation - Brand Guides - Pitch Decks

Software

Adobe Illustrator - Adobe Photoshop - Adobe After Effects - Adobe Premiere Pro - Adobe Indesign - Procreate - Canva - Microsoft Office

Languages

English - Hindi

Personal

Flexible - Communicative - Collaborative - Facilitate design critique - Organized - Detail oriented - Solution Oriented

Education

Chandigarh College of Architecture

Bachelor of Architecture (B.Arch)

2015 - 2020

Chandigarh

AnubhavShaala ---

Packaging Designer

JUNE 2021 - AUGUST 2021

Mohali, Punjab

I worked on creating packaging and label designs for a few local brands.

The Socialite ---

Graphic Designer

NOVEMBER 2020 - APRIL 2021

Chandigarh, India

I was responsible for designing social media creatives for local F&B brands and restaurants.

CSMM - Architecture Matters ---

Architectural Intern

JULY 2018 - DECEMBER 2018

Munich, Germany

As part of my Bachelors curriculum, I spent 6 months working as an architectural intern where I was responsible for finishing up technical drawings and creating 3D renders for the same.