

TANU VERMA

| Sr. Designer

- tanuverma.art@gmail.com
- +91 9873988991
- <https://www.tanuverma.art/>
- <https://www.linkedin.com/in/tanuverma8>

SKILLS

DESIGN

Art Direction
Brand Identity
Graphic Design
Illustration
Packaging Design
Event Space & Collaterals
Presentation Design
Social Media Design
Motion Graphics
User Interface
Basic User Experience

TECH

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe XD
Premier Pro
Adobe Acrobat
InDesign
Visual Studio Code
Powerpoint
Figma

EDUCATION

College of Art 2011-2015

BACHELOR OF FINE ARTS

Meera Bai Institute
of technology 2010-2011

CERTIFICATE IN COMMERCIAL ART

AWARDS

2022 | Fynd Star Award
Complete ownership of the work

2023 | Fynd Star Award
Continues Self Improvement

EXPERIENCE

DESIGN CONSULTANT

Sep 2023 – Present

Helping various clients to design pitch decks, designing websites, social media posts etc.

GRAPHIC DESIGN MANAGER

Fynd (Shopsense Technology Pvt Ltd.),
Mumbai

Nov 2021 – Jun 2023

Currently, I lead a team of 4 designers for managing all creatives for Fynd Culture, including all event creatives, social media creatives, internal communication creatives, awareness creatives etc. Making social media strategy to increase leads on various platforms Handling Fynd.design social media handle to promote Fynd's design culture and highlight our talented designers. Actively involved in the branding and website development for Fynd Academy . Providing guidance and direction to the team in the creation of Fynd.com, our main website. This involves working from scratch to design and develop a comprehensive website that reflects our brand, engages visitors, and drives conversions. Participating in the design crackathon to to collaborate with other designers, solve design challenges, and refine our skills.

SR. ART DIRECTOR

HP WW Studio

Nov 2020 – Jan 2021

Ideated and executed creative concepts across various platforms including e-mailers, print, interactive, digital, PPT template design, newsletters, HTML ads, etc. Managed the workflow and was accountable for timely delivery for the jobs assigned. Collaborated with international clients to produce various print and digital assets.

SR. ART DIRECTOR

GTB, New Delhi

Mar 2020 – Jun 2020

Was responsible for developing innovative and impactful concepts for Ford's advertising campaigns, from ideation to execution. My role included creating a range of advertising assets such as website landing pages, website banners, Google ads, WhatsApp GIFs, videos, logos, and posters.

ART DIRECTOR

Law and Kenneth Saatchi and Saatchi,
New Delhi

Feb 2018 – Feb 2020

Had the privilege of independently managing the 'Rangriti' brand shoot, where I took charge of presenting the entire styling of the outfits and looks to the client. Worked closely with the photographer and stylists to bring the campaign to the life. Designed the stage set as well.

Conceptualized and brought to life original designs for a variety of advertising campaigns and collateral, including in-store displays, shopping bags, packaging, print and digital ads, and catalogues. I also had the opportunity to ideate and art-directed collaterals for TV commercials.

SR. VISUALISER

McCann Worldgroup, New Delhi

Sep 2015 – Jan 2018

Started working as a trainee and later was elevated to a senior visualizer within 6 months. Created over hundred visually appealing graphic design projects, including e-mailers, direct mailers, brochures, packaging, exhibits, and promotional pieces. Met tight deadlines and worked well with senior colleagues, accepting feedback positively.