# Shreyaa Krritika Das | Design + Illustration

**www.portfolio.krritika.com | +91 875 444 0960 | shreyaadas@gmail.com**

## Expertise

Creative Strategy
Branding & Identity
Print & Editorial Design
Data Visualisation
Illustration

## Technical Proficiency

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe XD
Sketch & InVision Studio

## Experience

### Design Lead | YourDost Health Solutions (Dec 2016 - Present)

YourDOST is an online mental health & emotional wellness platform, a pioneer in the mental wellness sector in India. As Lead Designer at the Bangalore office, creating an approachable & empathetic brand, free from the taboo of mental health care is of the essence.

Role includes the ideation and execution of all content across the B2B & B2C sectors. Extends to the design and production of all branding, digital media, promotional print collaterals & product integration for various marketing campaigns, workshops and outreach programs.

### Senior Graphic Designer | Rentomojo (Sep 2015 - Nov 2016)

Rentomojo is a leader in the furniture and appliance rental market, operating pan India. Primary responsibility was complete brand-building from the ground up. Extended to marketing research and advertising strategies, social media engagement, email marketing and all online & offline campaigns and collaterals.

- The most successful campaigns included the Mega Mojo Diwali Fest, increasing monthly turnover three fold. Included affinity advertising, social media, landing pages, product integration and offline collaterals.

### Creative Lead | in1947 Design (May 2014 - June 2015)

Worked alongside the Creative & Development Teams overseeing the ideation of social media campaigns and creation of unique online environments. Had the opportunity to design across a variety of industries including healthcare, real estate and educational facilities.

- Worked on 360 degree campaigns including Urban Tree's 'WOW Moments' and Spa Senza's 'Senzational Moms'. Extended to the complete user journey via online ads, landing pages, websites and social media engagement.

### Creative Consultant | Don't Panic Asia (Sep 2012 - Apr 2014)

Produced design solutions on the basis of competitive needs, as well as co-ordinating project management to ensure the alignment of client's marketing communications through various mediums. Also facilitated design contests and pack design for the monthly Don't Panic Pack distributed throughout Malaysia.

- Content creation, social media engagement and execution of events including the Etiqa Chinese New Year Campaign, Etiqa Ramadhan Pop-Up Cafe Campaign & Jom Piknik event series.

### Visualiser | Rubecon Communications (May 2009 - Dec 2010)

Collaborated on the conceptualising and print design execution of several multinational company campaigns, including Taj Group of Hotels, Prince Jewellery, Colorplus, Landmark & more.

## Education

**Masters in Design (Graphic Design)**
Raffles Design Institute
2011 - 2012 | Singapore

**BSc in Visual Communication**
Women's Christian College
2005 - 2008 | Chennai, India

**Lady Andal Matriculation**
Higher Secondary School
1999 - 2005 | Chennai, India

## Certifications

**Design Thinking for the Greater Good: Innovation in the Social Sector Certification**
Darden School of Business, University of Virginia | Apr 2018
MOOC Platform
License: 284QB8MLE5SX

**Elements of AI Certification**
Reaktor, University of Helsinki, Jun 2018 | MOOC Platform

**QPR Gatekeeper Training for Suicide Prevention Certification**
Apr 2018

## Publications

Illustrations featured in:

The Swaddle
Arré
The Bangalore Review
The Bare Talk
Asylum Magazine

Sep 2018 - Apr 2019

## Other Accomplishments

Speaker at **ISKANDAR Learning Festival 2012** on 'Idea Generation'
Nov 2012 | Johor Bahru