



BORN
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CURRENTLY
Kolkata, WB, India

WEBSITE
extroo.xyz



With over five years in graphic design, I specialize in solving complex challenges in branding and identity. My expertise in typography and image creation is dedicated to crafting persuasive narratives. As a co-founder of the Friday Collective, I lead the creation of dynamic creative communities and work on various projects involving branding, packaging and web.

WORK

Cofounder – Friday Collective

August 2021 to PRESENT

A three person team working on various client projects in identity design, marketing, collaborating with like-minded people.

Freelance Motion Designer – 9Works

August 2021 to May 2022

Working with a group of graphic and motion designers to create educational content for SWVL's drivers and customers.

Design Consultant – SUPER GIANTS

February 2023 to PRESENT

A collaboration of Studio SUPER GIANTS and our Friday Collective working on various Brand Identity, Packaging, Web Design and Pitches.

Junior Designer – WRKSTN Studio

March 2021 to June 2022

Working on branding collaterals, editorial design, media campaigns and OOH media for various brands in real estate and cafe space.

Design Consultant – Studio Maker

October 2022 to February 2023

Working closely with the Indian National Congress on the political campaign to create physical & digital designs.

Junior Designer – Sailing Stories

November 2020 to February 2021

Working on social media campaigns and print media for various brands while ideating for the company branding.

Senior Designer – Fruitbowl Digital

July 2022 to November 2022

Working on visual identity systems, social media campaigns & web design in a fast paced agency workspace.

Design Intern – Higggle

July 2020 to August 2020

Working on social media visual identity, branding & UI design for mobile applications.

EDUCATION

DEGREE

BSC Multimedia

COLLEGE

ST. Xavier's College, Kolkata, IN

DURATION

2017 – 2020

CORE AREAS

Visual Identity / Branding / Packaging / Typography / Illustration /
Motion Graphics / Art Direction / UI UX / Editorial / 3D

