



# AJITA GUPTA

I am a creative and detail-oriented Graphic and Packaging Designer with a background in accessory design. I specialize in developing visually engaging advertisements, striking banners, innovative packaging, and web pages that appeal to target audiences. My experience extends beyond graphic design, as I have also conceptualized and developed unique products within the accessory design field. I am driven by the challenge of blending creativity with functionality, and I am always eager to create design solutions that make a lasting impact.

## EDUCATION

**Bachelor of Design**  
National Institute of  
Fashion Technology,  
Hyderabad  
**Intermediate**  
St. Don Bosco School,  
Lakhimpur  
**High School**  
St. Don Bosco School,  
Lakhimpur

## SOFTWARE SKILLS

Photoshop  
Illustrator  
Rhinceros 3D  
Auto CAD  
Keyshot  
Wix  
Pagefly

## ANALOGUE SKILLS

Hand Sketching & Rendering  
Problem Solving  
Design Thinking  
Team Play

## EXPERIENCE

### Transformative Learning Solutions - Creative Designer - (Jul 2023 - Present)

- Responsible for handling packaging for the Canadian market by researching and ensuring compliance with Canadian government regulations for packaging development.
- I design visually compelling advertisements, create eye-catching banners, and develop packaging for new product launches in the UCA region (U.S., Canada, and Australia), by keeping the target audience in mind.

### Hexagramm Design - Design Intern - (Jan 2023 - May 2023)

- I am studying the design process and understanding how production happens for various art installations. I am also learning the fundamentals of origami.
- My responsibilities include crafting AutoCAD drawings for laser cutting, actively participating in design ideation, developing mockups, engaging in client interactions, and contributing to the final manufacturing process.

### Welspun Flooring - Design Intern - (Jun 2022 - Jul 2022)

- Analyzing the complete manufacturing process and conducting waste mapping to identify upcycling opportunities for discarded tiles.
- Studying flooring tiles properties to conceptualize and design innovative products, utilizing material characteristics to enhance functionality and aesthetic appeal.

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