

PALLAVI DATTA

(+44) 775 479 0081
pallavi.datta2812@gmail.com
www.pallavidatta.com

CORE COMPETENCIES

Design Strategy
Brand Management
Qualitative Research
PR Strategy
Trend Forecasting
Information Design
Publication Design
Presentation Design

TOOLS

Design

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Premier Pro
Sketch
Invision
Audacity

Marketing

Mailchimp
Pardot
Google Analytics
Microsoft Office Suite

Project Management

Slack
Asana
Confluence

RECOGNITION

Commendation for research undertaken during *Design Council workshop -Transform Aging Challenge*.

Illustrations made for a children's book published under *Katha Children's Publication House*.

Mention in the *India Design Book* for designing Aditya Birla Group's new identity.

GRAPHIC DESIGNER & BRAND STRATEGIST

I design and manage creative strategy for brand communication.

WORK EXPERIENCE

Graphic Designer | Freelance, UK

APRIL 2020- PRESENT

Working as a freelance designer with a range of clients, mostly in tech like BlackSwan Technologies, Fit Board and TaxScouts.

Brand Executive | Noble CSS Ltd, London

SEPTEMBER 2018- APRIL 2020

My role Brand Executive includes establishing a distinct brand presence, internal and external for this cyber security start up by maintaining and translating the brand identity and language across assets like website and spaces.

Working with the Head of Marketing and external public relations agencies to create brand communication and establish a positioning statement for the company.

Communicating the core ideas of management, sales and product development to customer facing collaterals through strategy and collaboration with sales and product teams.

Graphic & Brand Designer | Vyas Giannetti Creative

APRIL 2016- MAY 2017

My role in this branding and strategy agency was working in the design team to conceptualise and design visual identities from pen and paper to software.

One of the standout projects in this span of time was creating a new logo for a multinational Indian conglomerate - Aditya Birla Group who wanted to speak to a new audience through their visual identity. I was involved in coming up with the final identity, translating the visual identity into brand collaterals.

EDUCATION

MA in Design Management and Cultures, London College of Communication, UAL

SEPTEMBER 2017- DECEMBER 2018

Leadership, management, design research skills with a cultural aspect that challenges traditional design approaches.

B.Des in Visual Communication Design, Srishti School of Art, Design & Technology

JULY 2011 -JULY 2015

Interdisciplinary skills and cultivating a critical mind set for the creative industry.