



# Anushka Roy

Visual Storyteller: Bridging Brands and Consumers with Compelling Designs

📍 Nottingham, UK

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## Links

 [LinkedIn](#)

## Languages

English (Fluent)

French (Basic)

Hindi (Fluent)

Bengali (Native)

## About

Masters in Luxury Fashion Brand Management | | Freelance Graphic Designer | | Branding and Marketing | | NIFT'23

With a passion for creative design and a foundation in luxury fashion brand management, I unite the worlds of fashion, graphic and product design. My versatile skills involve branding, packaging, content creation, and product promotion. Within diverse roles, I've cultivated expertise in time management, communication, and team leadership. Eager to apply my innovative mindset, I'm poised to contribute valuable insights and solutions to dynamic design projects.

### BRANDS WORKED WITH

White Rose

Nottingham Trent University

Edcons Exports PVT LTD

Aranyani Atelier

## Experience



### ● Retail Volunteer

White Rose | Feb 2024 - Now

- Provide friendly assistance, ensuring smooth transactions and excellent customer service
- Maintain an appealing retail environment, creating attractive displays.
- Assist with price tagging, sorting, and inventory management, enhancing overall store presentation.



### ● Course Representative

Nottingham Trent University | Jan 2024 - Now

- Active participation in forums, conferences, and assemblies to gather feedback.
- Collated valuable insights contributing to essential changes and fostered an inclusive academic environment.
- Encouraged holistic consideration of the NTU academic experience.

### ● Freelance Graphic Designer

| Apr 2023 - Aug 2023

- Highlighted a diverse skill set merging design proficiency with content creation, branding, and marketing strategies. Proficient in branding, packaging design, content writing, product mock-ups, digital pattern creation, and effective product promotional strategies. Additional strengths include typography, time management, and organisational prowess.

### ● Product Design Intern

Edcons Exports PVT LTD | Jan 2023 - Apr 2023

- Extensive expertise in end-to-end product development, demonstrating a blend of creative flair and business acumen.
- Collaborated with cross-functional teams, producing comprehensive market research reports that informed the creation of innovative product features, contributing to increased market share.
- Successfully designed and launched a leather bag collection featuring eleven distinct designs, displaying a combination of design proficiency and market understanding.



### ● Product Design Intern

Aranyani Atelier | Jun 2022 - Jul 2022

- Crafted a diverse skill set, merging technical excellence and creative vision. Proficient in attention to detail, product development, technical drawing, and organisation demonstrated through designing a successful leather bag collection featuring four unique designs.

# Education & Training

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- 2023 - 2024 ● Nottingham Trent University  
Master of Arts - MA,
- 2019 - 2023 ● NATIONAL INSTITUTE OF FASHION TECHNOLOGY,  
KOLKATA  
Bachelor's degree,