

# INTRODUCTION

About Me



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Hello, I'm

# TRINA GHOSE

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As a Graphic Designer and Art and Design professional with a Bachelor's degree in BFA Applied Arts from MIT ADT University, Pune. I bring over 4 years of experience in Advertising and Marketing, complemented by an active freelance practice.

This background allows me to merge creativity, strategy, and execution effectively in my work.

## EDUCATION

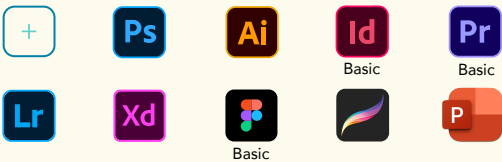
- 2021 • Graduation in BFA-Applied Arts  
MIT ADT University, Pune  
4th Year - SGPA : 8.80, CGPA : 7.70
- 2017 • ISC (12<sup>th</sup> Boards)  
RBK School, Mumbai
- 2015 • ICSE (10<sup>th</sup> Boards)  
RBK School, Mumbai

## SKILLS

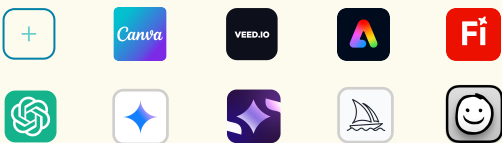
- +
- Branding & Advertising
- Social Media Advertising
- Brand Manual Design
- Packaging Design
- User Interface Design
- Information Graphics
- Publication Design
- Visualisation
- Illustration
- Typography
- Photo Editing
- Video Editing - Basic

## SOFTWARE KNOWLEDGE

### DAILY USE SOFTWARE



### OTHER SOFTWARE



## EXPERIENCE

- 2021-2025 • Butter Paper Marketing & Consultation  
New Delhi  
2021-2023 (Sep-Feb) • **Jr. Graphic Designer**  
Contributed to social media design projects and supported brand pitches through design, ideation, and execution. Worked with brands such as Community Arts Network, Nazz Foundation, The Intimacy Curator, Stand We Speak, Spoon of Love, Shervani Hotels, Routine, Melting Pot, and Now Boarding.  
2023-2025 (March-Present) • **Sr. Graphic Designer**  
As a Senior Graphic Designer, I have had the privilege of collaborating with leading global and national brands across diverse projects. At Amazon, I contributed to the Tribe - Queer Circle deck and developed compelling infographics for Amazon Fashion. With the Godrej team, I played a key role in designing branding and collaterals for International Women's Day, The GOAL Project, and the POSH Campaign.  
I have also been a core contributor to several high-impact pitch projects, including ILK India, Skyn, and the Fearless Foundation. Additionally, I led the in-house branding initiative for Mashru Hotels, crafting a distinct and cohesive brand identity.  
My experience extends to designing for a wide range of social media and digital campaigns, working with brands such as Jeevansathi.com, ILK India, Hilti Foundation, Butterpaper, Fearless Foundation for Arts, Fearless Collective, IMBesharam, Sangya Project, Nouba, Neighbors, Shervani Corbett, and The Q Experience.
- 2020-2021 • Markweb Solutions  
Borivali, Mumbai  
(6 Months) • **Graphic Designer, Intern**
  - Designed and curated engaging digital content (graphics, layouts, motion assets) that boosted audience engagement.
  - Collaborated on branding projects, including logo design and brand manual design.
- 2020 • House Meal Project  
Magarpatta, Pune  
(2 Months) • **Graphic Designer, Intern**
  - Assisted in storyboarding, visual concept and custom illustrations that aligned with brand guidelines
  - Designed social media creatives to build brand identity and engagement
- 2019 • Medulla Communication  
Santacruz, Mumbai  
(1 Month) • **Graphic Designer, Intern**
  - Gained practical exposure by working alongside industry professionals on live projects.
  - Worked on an internal branding project for the company
  - Contributed to two pharmaceutical advertising projects (Razo D and Rotahaler), supporting creative strategy & design