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SHALINI PAUL

An experimental and creative thinker with a problem-solving approach to any challenge.

ALL THINGS CREATIVE

EXPERIENCE



Pictures from actual events

Design Manager

ALTAIR, MUMBAI

(2023-2024)

Crafted **mood boards** in accordance with creative briefs, orchestrating a visual narrative to guide **design direction**. Managed and collaborated with other designers to ensure alignment with artwork requirements and adherence to deadlines. Spearheaded the design of diverse **prints and patterns**, spanning across upholstery, flooring, wall panels, table settings, stationery, artefacts, cushions, facades, etc. **Negotiated and liaised with vendors** to optimize outcomes economically while maintaining quality standards. Leveraged **excel proficiency** to meticulously manage event elements, ensuring precision and organization. Conducted **fabric and color swatchings**, meticulously selecting materials that epitomized both relevance and design excellence. Demonstrated acumen in curating and **sourcing decor artefacts** and props, showcasing a discerning eye for aesthetic. **Handled on-site production activities**, overseeing processes to guarantee timely and efficient execution.

Assistant Manager- Design

NYKAA, MUMBAI

(2021-2023)

Orchestrated comprehensive management of all creative requirements for the **retail** vertical, from inception to fruition. Conceptualised **store design ideas** and translated them into tangible visuals. Spearheaded creative aspects encompassing both **digital and physical marketing initiatives**. Crafted mood boards and played a pivotal role in guiding **art direction** for various photo-shoots, including catalogs and editorials. Produced **brand identity** presentations, logos, packaging design, and look books for in-house private labels. Managed the creative lifecycle of 2 private label brands, overseeing all **marketing initiatives** and **web communication assets** such as banners, social media visuals, homepage enhancements, product listing page requisites and their individual retail outlets.

Senior Graphic Designer

ISPRAVA, MUMBAI

(2020-2021)

Led the design team to support Sales with **marketing collaterals**. Handled **branding, website design, social media marketing creatives**. Facilitated **photo shoots, gifting and packaging design**. Conceived the **brand identity** for "The Chapter" homes.

Graphic Designer, Event Planner

WEDDINGLINE, NEW DELHI

(2020)

Curated **moodboards, presentations, and set designs** tailored for upscale weddings and the corporate sector. Crafted **invites, prints, and graphics** while overseeing **production on site** and **client service**.

Graphic Designer, Visualiser

THE WEDDING DESIGN COMPANY, NEW DELHI

(2016-2018)

Conceptualized and executed high-end **wedding concepts, sets, and presentations**. Developed **artworks, graphics, invites, prints, social media creatives** across diverse mediums. Managed **production and show flow** to ensure seamless events. **Featured** in prestigious publications and platforms including Harper's Bazaar, Vogue, The Times of India, to name a few.

Textile, Graphic Designer

RAGHAVENDRA RATHORE, GURUGRAM

(2016)

Created **designs for apparel and accessories** like pocket squares, scarves, ties, shirts, achkans etc.

EDUCATION

Certification Course on Print and Publishing

(2015- 2016)

Arena Multimedia, Kolkata

Under-graduate Professional Diploma in Textile Design

(2011-2015)

Srishti School of Art, Design and Technology, Bengaluru

Diploma in Fine Arts

(2008)

Pracheen Kala Kendra, Kolkata