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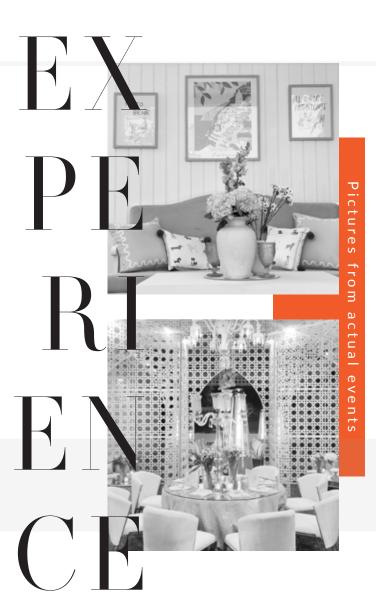
Bē behance.net/paulshalini

in linkedin.com/in/paulshalini/

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

SHALINI

ALL THINGS CREATIVE



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 photoshoots, 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