



DAISY DEVI

Graphic Designer

My name is Daisy Devi and I am a graphic designer with more than six years of experience. I'm super pumped about learning and growing in this ever-evolving field, and I'm all about that hustle and grind. When it comes to my projects, I give it my all, tailoring my work to my clients' needs to make sure they're absolutely thrilled with the outcome!

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www.daisydevi.com

daisypokhrel127@gmail.com

SPECIALIZATIONS

Brand Identity Creation
Social Media Ad Design
Typography & Infographics
Product Label Design
Packaging Design
Book Cover Design
Sketching & Painting
Web Design (Wix, Squarespace)
Print Design for Brochures,
Posters, Magazines etc
Website banners, Logo design
AI Art (Dall-E, Midjourney,
Adobe Firefly)

SKILLS

Figma
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe After Effects
Canva
Inkscape
Wix
Chat GPT
PowerPoint

WORK EXPERIENCE

Graphic Designer

@ BEVARABIA (2021- Current)

- I have executed several design deliverables for Bevarabia's website, encompassing the creation of icons, banners, pricelists, brand portfolios, packaging and label designs, email templates, business cards, email signatures, social media ads, and promotional materials.
- Additionally, I played a key role in the product launch and brand identity design of sub-brands **Mojo Flavours**, and contributed to the design supervision of **Brew Potion**.

@ TRADE SCAPE (2018-2021)

- I designed Trade Scape's website and course and handled the design work for its eight franchises.
- Created a comprehensive range of marketing assets for Trade Scape, such as brochures, social media ads, and graphics.

PORTFOLIO (Freelance)

ALL DESIGN PROJECTS SO FAR

- Designed brand identity for Pitstop for Balance, Food Studio, and Smart Services
- Designed the logo, color palette, typography, letterhead, email signature, and business card for a German client named Smart Services
- Executed several smaller projects, including book covers, illustrations, social media ad campaigns, print and t-shirt designs, Wix websites, and video teasers

Craftycious (Side Hustle) (2016)

A HOBBY TURNED CRAFT BUSINESS

- Crafted and sold an exciting range of handmade products, including terracotta artworks, fabric designs, wax and glass works, murals, handmade jewelry, paintings, and wedding props
- Successfully marketed products through direct sales, boutique shops, and camps

MY EDUCATION

Saint Joseph's Convent School

Attended from (2000-2009)

Royale Institution

Event Management Diploma (2018)

Dreamzone, Bengaluru

Diploma in Interior Architecture & Design (2020 - 2021)

Diploma in Graphic Design (2020-21)

Darrang College, Tezpur

Bachelor of Commerce (B.Com)

Human Resource Management (2010-2014)

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Master of Commerce (M.Com)

International Business Operation (2015-2017)

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To whom it may concern,

Hello, I'm Daisy Devi. A graphic designer & illustrator based out of India. Ever since my childhood, I have been in love with everything 'Art' and now as a professional designer, I love to tell stories through my illustrations, art direction & design.

Though I fell in love with every artistic discipline from paintings to craft to fashion, I choose to go ahead actively in Graphic Design when I found myself procrastinating working on painting projects to work on posters and identities. And I shall admit, it has been a great journey so far.

Having said that, I am well experienced in other artistic disciplines on various mediums such as terracotta, wax, glass, handicrafts, paintings and the like and have run a handicraft concern, Craftycious as a hobby turned side hustle for sometime.

On the graphic designer front, I have worked with educational institutions, design agencies, developers, authors, restaurants, wedding planners and various other small businesses where I've contributed to dozens of design projects over the years.

I have always been a people person which I believe is my greatest strength as it helps me to put myself in the other person's shoes and look at things from their point of view which has proved to be of immense value in the field of design, to create something that will touch and connect with the other person.

Other than art & design, I am a trained classical singer and dancer and always find my escape in music. Also I am quite into yoga & spirituality and a disciple of Sadhguru.

In my free time I enjoy getting my hands messy with some wild recipes, live music, a bit of crazy dancing and subjecting my family to my cooking:-)

All said, I really look forward to working with you and contribute in anyway possible.

Sincerely,

Daisy Devi

- Portfolio Website - www.daisydevi.com
- LinkedIn - www.linkedin.com/in/daisy-devi