



Graphic design is about communication made visible. I am passionate about converting ideas into tangible, engaging visual experiences.

I am looking for an opportunity to build a team of strategic thinkers and creators, who are just as passionate to build an effective design experience. By encouraging design thinking in every discussion, my aim to develop efficient cross-functional processes and proactive communication across all teams helps in developing passionate, strong and driven creative professionals.

Often, I capture my travelogues in the form of illustrations and typographic artworks. My passion for fine arts and subsequent encouragement from my family and friends led to the two side-projects, Doodles.Toodles and Eggoticons! After all, there is no point in being a grown up if we can't be childish sometimes.

GET IN TOUCH!

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CHAYANIKA SOOD

GRAPHIC DESIGNER

WORK EXPERIENCE

MAR 2017–PRESENT	INTERNATIONAL COMMITTEE OF THE RED CROSS (ICRC)
Global Print Graphic Designer Asia-Pacific Regional Communication Center	Responsible for implementation of the visual identity and remotely coaching peers across the Asia-Pac region to develop effective print products. <ul style="list-style-type: none"> Worked on English adaptation of Zaza (a manga comic book) – this involved development of visual voice of the Japanese comic book based on client brief. Developing high-level donor reports and appeals, for headquarter teams by providing effective design solutions within quick turnaround times. Development of calendar templates - this was appreciated globally. Designing corporate collaterals for the 2017 ASEAN event in Manila. Coaching and mentoring communication teams across 16+ delegations in the Asia-Pac region to understand their challenges, support and enable them to develop effective designs for publications, events, collaterals or promo items. Organized and facilitated design thinking workshops across East-Africa and Asia-Pac regions
JUN 2014–FEB 2017	MADE IN INDIA PTY LTD
Senior Graphic Designer	Provided creative direction, developed brand guidelines and editorial content planning for the Australian magazine publication “Made in India” <ul style="list-style-type: none"> Collaborated with senior management and junior designers to conceptualize and effectively execute ideas for various projects within tight turnaround times. Chief designer to develop Cover page artworks for the magazine. Editorial content planning of the magazine – this involved remote scanning of the region, briefing/liasing with the authors about the article ideas and managing the library of curated articles. Liasing with junior designers for designing of articles and advertisements as required. Responsible for interviewing new designers as the team grew. Developing design concepts for in-house branding of Element0 Developing UI ideas and liaising with developers for most effective outputs Design and development of articles, advertisements, brochures, flyers, mascots, logos, banners and promotional items, as required. Brand identity development for small businesses, restaurants, cultural events.
MAY 2013–PRESENT	Graphic Design
Design Consultant	<ul style="list-style-type: none"> Development of print projects relating to brand identity development, book cover designing, illustrations and mascots.
JUL 2012–MAY 2013	CEB (The Corporate Executive Board Company)
Print Design Associate	<ul style="list-style-type: none"> Developing infographic based designs for corporate presentations. Effective designing on quick-turnaround projects Team work and direct client communication were of high importance
AUG 2011–JUL 2012	Kathputlee Animation Studios
3D Model & Texture Designer	<ul style="list-style-type: none"> 3D modeling of props and stage for 3-dimensional storybooks for children Aesthetically designing of textures for characters, backgrounds and props.

EDUCATION

BACHELORS OF FINE ARTS (ANIMATION)
Amity School of Fine Arts, Amity University
2007–2011

BIRLA VIDYA NIKETAN
Class of 2007

SOFTWARES

EXPERTISE: Adobe InDesign
Illustrator
Photoshop

ADDITIONAL: Autodesk Maya
Adobe Premiere
After Effects

