



Hello! I am Chayanika Sood,
a graphic designer based in India & this
is a snapshot of my story so far..


About Me

A graphic designer at present, I began my journey in Fine Arts and Animation. Inspired and motivated by illustrative designs, typography and all forms of creativity, I'm on my way to explore all aspects of creativity. I am honest, hardworking and patient, and pride myself to work passionately on each project.


I believe that there is no point in being a grown up if we can't be childish sometimes. While I try my best to inculcate this into my work, I also feel inspired by the intricacies of ethnic art and minimalism of modern designs. After all, designing is all about spreading the sense of joy and happiness, while conveying the message.


It was these thoughts - along with intriguing doodle techniques - that led to my side-project, DoodlesToodles.

Get in touch!

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 [doodles.toodles](#)

Work Experience

Senior Graphic Designer

June 2014–Present

Made in India Pty Ltd

Management, planning and execution of multiple design projects as per individual client briefs. Collaborating directly with marketing and design teams to develop ideas and concepts to meet the project objectives within prescribed deadlines. This includes providing creative direction and content planning of the Australian based magazine publication "Made in India", design and development of articles, advertisements, conceptualization for in-house branding, web design, iconography, brochures, flyers, logos, development of branding, restaurant menus and more.

Design Consultant

May 2013–Present

Graphic Design

I am actively involved in freelancing for various graphic design projects relating to corporate identity, book cover designing, logo designing and designing for fashion portfolios.

Print Design Associate

July 2012–May 2013

CEB (The Corporate Executive Board Company)

As a part of the CPS India team (Content Publishing Solutions), my responsibilities included layout design and edits in the designing of the corporate presentations. I am required to utilize the software skills of Adobe InDesign and Adobe Illustrator, to maximize my design effectiveness for the projects. Team work and direct client communication and satisfaction are an essential part of the designing process.

3D Model & Texture Designer

August 2011–July 2012

Kathputlee Animation Studios

As a part of the 3D department of the company, I was responsible for 3D modeling and texturing of characters, backgrounds and props.

Education

Bachelors Of Fine Arts (Animation)

2007–2011

Amity School of Fine Arts, Amity University

Birla Vidya Niketan

Class of 2007

Softwares

Expertise: Adobe InDesign | Illustrator | Photoshop

Additional: Autodesk Maya | Adobe Premiere | After Effects



Graphic Design | Print
Design | Infographics | Logo
| Stationary Design | Flyer Design |

Let's get Creative!

Design | Illustrations | Web
Designs | Business Cards
| Publication Design | Book Cover Designs | Brand Identity
| Iconography | 3D Designs | Fine Arts | Doodle Art