



SHASHWATA NOVA

- Communication Designer: 2009 onwards
- Social Development Professional: 2010 onwards
- Interior Designer: 2006-2011

I am a Communication Designer with a demonstrated history of working in the civic & social development as well as in the corporate sector. Skilled in Branding & Identity design, Advertising, Corporate Communication, Web design and Digital Media, Event design and Management, Packaging and Production design, and Fashion Marketing. A designer with a MBA in Design Management focused in Fashion Retailing & Visual Merchandising from INIFD and also a professional social worker with a Masters in Social Work.

POSITIONS, ROLES, ACTIVITIES

Position Label	Communication Designer
Position Description	<p>Leading the creation and evolution of the brand’s visual identity, ensuring its resonance with target audiences and communication of a cohesive and impactful narrative across all touchpoints. This includes communication design, branding and identity development, social media management, and communication strategy development. Additionally, it involves UX/UI design and digital experiences, event and campaign design, and the writing and setting of design guidelines. The role also encompasses print and production management, process development and optimisation, training and mentorship, as well as vendor and stakeholder management. A key aspect of this responsibility is the visual simplification of complex content and concepts, developing knowledge products, brand marketing, and creative direction for campaigns and shoots. Furthermore, it involves managing team coordination across teams and verticals to ensure a unified and consistent brand experience.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> Crafting visually engaging stories that align with the brand’s message and connect with diverse audiences, simplifying complex ideas while reinforcing brand identity. Developing and delivering visually compelling designs that align with the brand’s messaging and cater to diverse audience segments. Translating complex ideas into visually intuitive solutions that elevate brand storytelling. Ensuring consistency and alignment with brand guidelines across all design outputs, from digital assets to print materials.

	<p>Collaboration:</p> <ul style="list-style-type: none"> • Collaborating closely with cross-functional teams, including marketing, product development, and leadership, to align visual design with strategic objectives. • Acting as a bridge between creative and operational teams to ensure seamless integration of visual elements into campaigns and initiatives. • Engaging with stakeholders to gather insights, feedback, and approvals, ensuring alignment with organisational goals. <p>Impact:</p> <ul style="list-style-type: none"> • Enhancing brand visibility and recognition by producing high-quality, audience-focused designs that reinforce the brand's identity and values. • Driving engagement and fostering a deeper emotional connection with the audience through innovative and memorable design strategies. • Leveraging analytics and feedback to optimise visual communication strategies for greater impact across platforms. <p>Expertise:</p> <ul style="list-style-type: none"> • Combining artistic creativity with strategic thinking to develop design solutions that address business challenges and deliver measurable results. • Staying ahead of industry trends, adopting innovative tools and techniques to maintain a cutting-edge visual identity. • Balancing aesthetics with functionality to create designs that are not only visually appealing but also effectively communicate the brand's message. <p>Connection:</p> <ul style="list-style-type: none"> • Building and nurturing lasting audience relationships by creating visually compelling narratives that reflect the brand's ethos and foster trust. • Using design as a tool to humanize the brand, creating relatable and engaging experiences that leave a lasting impression.
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Role 1	Activity Descriptions
<p>Role Label: Communication Design</p>	<ul style="list-style-type: none"> • Designing templates for reports, presentations, and toolkits. • Designing all kinds of reports, publications, toolkits, books • Creating media collaterals such as brochures, banners, posters, postcards, and newsletters. • Crafting infographics, illustrations, and journey maps. • Developing social media graphics, video thumbnails, text-frames, and campaign creatives. • Producing IEC and ICT materials for outreach programs and educational content. • Designing branded merchandise, including T-shirts, notebooks, and giveaways.
<p>Position Description: Designing and producing versatile communication materials for print and digital mediums to enhance organisational outreach and engagement</p>	

Role 2	Activity Descriptions
Role Label: Branding and Identity Development	<ul style="list-style-type: none">• Conducting in-depth analysis of the market, brand essence, and clients' vision.• Performing detailed research on available options, competitors, and industry trends.• Designing impactful logos and comprehensive brand identities.• Developing and documenting brand guidelines to ensure consistency and coherence.• Expanding brand guidelines to accommodate mergers or co-brands while preserving the integrity and harmony of the primary brand.• Ensuring strict adherence to brand guidelines across all touchpoints.• Analysing user needs and iteratively refining or enhancing brand elements to align with evolving requirements.
Position Description: Crafting and preserving cohesive brand identities that resonate with audiences and align with organisational goals and stay unique, while upholding comprehensive brand guidelines to ensure consistency and safeguard the brand's uniqueness within its established market position, maintaining its integrity over time.	
Role 3	Activity Descriptions
Role Label: Communication Strategy Development	<ul style="list-style-type: none">• Strategising internal and external communication campaigns.• Crafting content calendars and messaging frameworks.• Collaborating across teams to ensure consistent messaging.• Measuring and optimising strategies based on analytics and feedback.• Designing dissemination strategies for knowledge products like reports and research findings.
Position Description: Developing and implementing communication strategies to amplify brand messaging and achieve organisational objectives.	
Role 4	Activity Descriptions
Role Label: Social Media Management	<ul style="list-style-type: none">• Planning and executing social media strategies to enhance engagement and visibility.• Designing platform-specific content for Facebook, Instagram, LinkedIn, and Twitter.• Managing live event coverage and audience interactions.• Analysing performance metrics to refine strategies.• Creating social media content guidelines for consistent branding.
Position Description: Driving impactful social media campaigns and maintaining an engaging presence across digital platforms to build audience connections.	

Role 5	Activity Descriptions
<p>Role Label: UX/UI Design and Digital Experiences</p>	<ul style="list-style-type: none"> • Conducting 7Ps of marketing research to define goals and user personas before initiating UI and UX design. • Designing user-friendly websites, games, and interactive tools. • Creating user-centric designs to enhance engagement and usability. • Structuring content for intuitive navigation and accessibility. • Incorporating gamification and interactive elements. • Collaborating with developers to implement designs effectively. • Integrating the physical and digital realms by incorporating messaging and key touchpoints to optimise user interactions.
<p>Position Description: Designing intuitive digital experiences that drive user engagement, retention, and brand credibility, while creating user-centered products (UCD) to enhance usability, loyalty, SEO, trust, and shareability. Collaborating with stakeholders to develop interactive platforms & apps.</p>	

Role 6	Activity Descriptions
<p>Role Label: Event and Campaign Design</p>	<ul style="list-style-type: none"> • Understanding client or campaign requirements and setting clear goals. • Establishing KPIs to align strategies with defined objectives. • Identifying stakeholders, co-hosts, and potential sponsors. • Finalising the theme and designing collaterals, merchandise, and giveaway kits. • Planning a social media campaign to enhance online visibility. • Conducting venue recce and selecting the location based on goals and KPIs. • Designing and planning seating arrangements, stage layout, and points of sale (POS). • Incorporating interactive elements based on the agenda, designing corresponding collaterals, and aligning them with social media activities (e.g., live sessions, polls, rapid-fire Q&A, or "Ask Your Host" segments). • Leading the entire production process from inception to execution. • Managing the team, including coordinating with vendors and offering support as needed. • Overseeing onsite event management to ensure smooth execution and stakeholder engagement.
<p>Position Description: Orchestrating event design and execution to ensure impactful audience engagement and seamless experiences, including event choreography, collateral design, messaging, strategic information dissemination, and integrating physical events with digital platforms.</p>	

Role 7	Activity Descriptions
Role Label: Print and Production Management	<ul style="list-style-type: none">• Understanding client requirements• Defining print specifications for each product• Budgeting and cost management• Engaging, briefing, and coordinating with vendors and stakeholders• Ensuring product quality• Overseeing the entire production process• Leading and supporting the team as needed
Position Description: Overseeing the production of print and branded materials to maintain quality and alignment with organisational goals.	

Role 8	Activity Descriptions
Role Label: Brand marketing	<ul style="list-style-type: none">• Understanding client or campaign requirements and setting clear goals• Creating campaigns to enhance brand visibility, awareness, and audience engagement• Designing resource kits for effective dissemination• Developing communication materials for media outreach• Designing branded merchandise to promote identity and recall• Creating communication kits (e.g., emailers, newsletters, gift boxes) to engage and retain stakeholders
Position Description: Strategising and executing campaigns to enhance brand visibility through impactful marketing collaterals and oversight of digital and social media presence. Engaging with stakeholders, ensuring consistent messaging across platforms, and analysing performance metrics to refine strategies. Additionally, developing outreach content, managing visual branding, and collaborating with cross-functional teams to drive engagement and achieve organisational objectives	

Role 9	Activity Descriptions
<p>Role Label: Guideline Development</p>	<ul style="list-style-type: none"> • Developing comprehensive guidelines for branding, photography, and video editing. • Crafting audiovisual consent forms and establishing protocols for photography and cinematography assignments. • Creating Standard Operating Procedures (SOPs) for design workflows, social media content, and publications. • Standardising templates for reports, presentations, and other deliverables to ensure uniformity. • Overseeing the consistent application of guidelines across teams to maintain coherence and quality.
<p>Position Description: Developing comprehensive guidelines to maintain consistent, high-quality branding and communication materials. These guidelines will also ensure ethical practices in the collection of audio-visual resources, prioritising respect for individuals' personal space, comfort, and consent. It is crucial to be mindful of the boundaries and extent of consent given by subjects, ensuring that their comfort and safety are always the top priority.</p>	

Role 10	Activity Descriptions
<p>Role Label: Process Development and Optimisation</p>	<ul style="list-style-type: none"> • Mapping and Clearly defining steps in a workflow • Visualising the workflow through diagrams or charts • Developing Standard Operating Procedures (SOPs) • Assigning roles and responsibilities • Identifying bottlenecks and areas for improvement • Leading process improvement initiatives • Enhancing communication across teams • Supporting training and onboarding processes • Facilitating effective change management • Promoting a culture of continuous improvement
<p>Position Description: Creating visual representations of workflow steps, roles, and interactions to enhance understanding, streamline optimisation, and improve communication within complex processes.</p>	

Role 11	Activity Descriptions
Role Label: Creative Direction for Campaigns and Shoots	<ul style="list-style-type: none">• Planning photo and video shoots, including themes, venues, subjects/models, props, and required shots for each project• Briefing and guiding photographers and cinematographers• Directing photography, lighting, and sound during shoots• Leading the shoots and coordinating with various teams and stakeholders• Setting the creative direction for campaigns and projects• Overseeing logistics and execution of photo and video shoots• Collaborating with photographers, cinematographers, and designers to ensure outputs align with campaign objectives
Position Description: Leading creative direction to ensure campaigns and shoots deliver high-impact, cohesive outputs aligned with organisational goals.	
Role 12	Activity Descriptions
Role Label: Visual Simplification	<ul style="list-style-type: none">• Understanding client requirements• Researching and analysing user behaviors to design a successful layout/UI/platform• Reviewing existing resources and materials• Discussing the brief and available references to finalise the approach• Building a conceptual understanding of the project• Translating complex ideas into visually intuitive designs• Creating user-friendly layouts for reports, presentations, and knowledge products• Simplifying dense content into interactive or digestible formats
Position Description: Transforming complex information into clear, engaging, and visually appealing formats for diverse audiences.	
Role 13	Activity Descriptions
Role Label: Training and Mentorship	<ul style="list-style-type: none">• Conducting workshops on design tools, brand guidelines, and social media management.• Training teams on advanced tools like Google Slides, animations, and formatting.• Mentoring junior designers and fostering their professional growth.• Training external partners on branding and communication standards.
Position Description: Empowering teams and individuals through training and mentorship to ensure consistent, high-quality outputs.	

Role 14	Activity Descriptions
<p>Role Label: Developing knowledge products</p>	<ul style="list-style-type: none"> • Conducting in-depth research to ensure accurate and reliable information. • Creating engaging and informative written content, including articles and reports. • Analysing data to extract valuable insights and guide decision-making. • Collaborating with designers to enhance content with visual elements. • Formatting content for optimal readability and user experience. • Integrating multimedia elements to boost audience engagement. • Tailoring content to meet the specific needs of diverse audiences. • Ensuring proper citations and references for credibility. • Collaborating closely with team members to achieve project goals. • Incorporating feedback to refine and improve content. • Planning and executing content distribution strategies. • Staying informed on industry trends and best practices.
<p>Position Description: Developing and drafting knowledge products to build capacity of team and to ensure the efficient dissemination of information, insights, and expertise to diverse audiences.</p>	

Role 15	Activity Descriptions
<p>Role Label: Vendor and Stakeholder Management</p>	<ul style="list-style-type: none"> • Managing relationships with vendors for print, merchandise, and web development. • Reviewing deliverables to ensure quality and alignment with branding standards. • Collaborating with stakeholders to streamline project execution.
<p>Position Description: Facilitating seamless collaboration with vendors and stakeholders to deliver high-quality, timely outputs.</p>	

Role 16	Activity Descriptions
<p>Role Label: Managing Team Coordination Across Teams and Verticals</p>	<ul style="list-style-type: none">• Sharing key insights and updates from the team with other departments to maintain alignment.• Organising and leading cross-functional meetings to discuss progress, challenges, and collaborative efforts.• Tracking project timelines and deliverables to ensure team contributions align with overall goals.• Acting as the primary communication bridge between teams to ensure smooth information flow.• Proactively identifying and resolving conflicts or misalignments across teams.• Aligning team strategies and deliverables with organisational priorities and key objectives.• Managing and allocating resources within the team to meet the demands of collaborative projects.• Gathering and incorporating feedback from other teams to enhance processes and outputs.• Facilitating knowledge sharing and promoting best practices within the team and across departments.• Documenting key decisions, action points, and updates from meetings for accountability.• Monitoring and reporting on the performance of cross-functional projects involving the team.• Building and maintaining positive relationships across teams to foster collaboration.• Supporting change management initiatives by guiding the team through transitions and new processes.• Providing training to the team on effective collaboration and communication practices.• Continuously seeking opportunities to streamline workflows and improve team coordination.
<p>Position Description: Leading the team to ensure smooth coordination and collaboration across diverse teams and verticals, this role involves managing effective communication, aligning objectives, and driving seamless integration of efforts to achieve unified organisational goals. Strong interpersonal skills are leveraged to actively coordinate communication, bridge gaps, align strategies, and harmonise efforts toward shared goals, while streamlining processes and optimising overall productivity.</p>	

SUMMARY OF SKILLS AND COMPETENCIES

My skills and competencies as a Communication Designer, along with my experience in both the civic & social development sector and the corporate sector, offer a remarkable and versatile profile. Based on the information I've provided, here's a summary of my competencies:

- 1. Branding & Identity Design:** I am proficient in crafting visual identities that effectively convey a brand's essence, establishing recognition and nurturing a strong brand presence.
- 2. Advertising:** My skill lies in developing captivating visual messages and campaigns that grab the attention of target audiences, effectively conveying key brand messages.
- 3. Corporate Communication:** I excel at devising communication strategies that align with corporate objectives, ensuring consistent messaging across diverse channels.
- 4. Web Design and Digital Media:** With my experience, I am skilled at designing user-friendly and visually appealing websites and digital media content, enhancing online presence and user engagement.
- 5. Event Design and Management:** My capability extends to creating visually stunning event designs that align with themes and purposes, ensuring seamless and memorable experiences.
- 6. Packaging and Production Design:** Proficiency in creating innovative and functional packaging solutions sets me apart, contributing to product appeal and market success.
- 7. Fashion Marketing:** I am adept at merging design aesthetics with strategic marketing principles, effectively promoting fashion brands and products to target audiences.
- 8. Design Management:** My MBA in Design Management empowers me with a strategic understanding of design's contribution to business success, allowing me to bridge creative and strategic aspects effectively.
- 9. Fashion Retailing & Visual Merchandising:** My specialization adds depth to my design prowess, enabling me to craft visual experiences that elevate fashion retail environments and engage customers.
- 10. Social Work Background:** My Masters in Social Work enriches my approach with a deep comprehension of social issues, empathy, and a commitment to driving positive impact through design.
- 11. Cross-Sector Experience:** My ability to navigate both civic & social development and corporate sectors highlights my adaptability and versatility as a designer.
- 12. Creativity and Innovation:** A consistent ability to innovate and offer creative solutions for diverse design challenges underscores my portfolio.
- 13. Project Management:** My experience in various design projects underscores my robust project management skills, enabling me to handle multiple tasks and deliver results within stipulated timelines.
- 14. Collaboration:** My participation in diverse sectors showcases my capacity to effectively collaborate with varied teams and stakeholders, ensuring streamlined communication and project success.

This amalgamation of design skills, strategic acumen, social consciousness, and cross-sector proficiency positions me as a valuable asset capable of making meaningful contributions across various contexts. My comprehensive skill set empowers me to create impactful design solutions that resonate with audiences and drive positive change.

OTHER QUALIFICATIONS

- Bachelors in Classical Dance (Sattriya)
- Diploma in Belly dance
- Diploma in Hindusthani Classical Music
- Trained Life Skills Facilitator

PERSONAL DETAILS

- DOB: 30-08-1987
- Father: Mr. Nabajyoti Sharma
- Mother: Ms. Jayashree Borah
- Languages: Assamese, English, Hindi, Nagamese, Bengali