



SHASHWATA NOVA

I am

- a Communication Designer: 2009 onwards
- a Social Development Professional: 2010 onwards
- an 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.

EDUCATIONAL QUALIFICATION

- MBA in Design Management and Fashion Retailing, 2013, iNIFD
- Masters in Social Work, 2013, IGNOU
- Bachelors in Humanities, 2011, DU
- Advance Diploma in Interior Design and Display, 2007, IPW

SOFTWARE COMPETENCIES

- Adobe Illustrator CC ■ ■ ■ ■ ■ ■
- Adobe Photoshop CC ■ ■ ■ ■ ■ ■
- Adobe InDesign CC ■ ■ ■ ■ ■ ■
- Adobe Lightroom CC ■ ■ ■ ■ ■ □
- Adobe PremierPro CC ■ ■ ■ ■ □ □
- Corel Draw 2020 ■ ■ ■ ■ ■ ■
- MS (Word, Powerpoint) ■ ■ ■ ■ ■ □

CONTACT DETAILS

- Email: shashwata.nova@gmail.com
- Behance: [behance.net/shashwatanova3](https://www.behance.net/shashwatanova3)
- LinkedIn: Shashwata Nova

MANAGERIAL COMPETENCIES

- Interpersonal communication
- Problem solving
- Conflict resolution
- Delegation
- Planning

PROFESSIONAL EXPERIENCE

CEGIS

2023 *Onwards*

A. Branding, identity development

- a. Visual identity of CEGIS
- b. Logo and brand identity of Data Driven Governance (DDG)
- c. Logo and visual identity of CEGIS@5
- d. Visual identity of Indian Public Finance Collaborative (IPFC)

B. Guidelines Design

- a. Brand guideline design for CEGIS
- b. Templates for (CEGIS)
 - i. Reports
 - ii. Presentation
- c. Brand guideline design for Data Driven Governance
- d. Templates for (DDG)
 - i. Reports
 - ii. Presentation
- e. Brand guideline design for Indian Public Finance Collaborative
- f. Audio-visual consent form and guidelines
- g. Photography guidelines

C. Event Design and Management

- a. Data Driven Governance
 - i. Event design and Choreography
 - ii. Collateral design
 - iii. Merchandise design and production
 - iv. Team management and Collaboration
- b. CEGIS@5
 - i. Event design and Choreography
 - ii. Collateral design
 - iii. Merchandise design and production
 - iv. Team management and Collaboration
- c. Indian Public Finance Collaborative
 - i. Collateral design
 - ii. Merchandise design and production
 - iii. Team management and Collaboration

D. UX/UI

- a. Website for CEGIS
 - i. Designing UXUI
 - ii. Supervising development
 - iii. Structuring content
 - iv. Leading the project single-handedly, coordinating across teams, departments, and various stakeholders.

E. Publications

- a. Reports
- b. Competency dictionaries
- c. Research findings

- d. Donor decks
- e. Presentations

F. IEC, ICT, Collaterals

- a. Data Driven Governance
 - i. Brochures
 - ii. Speakers directory
- b. CEGIS
 - i. Brochures
 - ii. Posters
- c. Early Childhood Care and Education (ECCE)
 - i. Brochures

G. Communications strategy

- a. Data Driven Governance
- b. Twitter

H. Training and Facilitation

- a. Training larger team on brand guidelines and design masters
- b. Training larger team on google slide design, google doc design and formatting documents
- c. Training assistant designer to create videos and gifs
- d. Training on google slide design, animation on slides, google doc design and design masters creation

I. Team management

- a. Mentoring day-to-day designing
- b. Managing logistics of assistant designer
- c. Managing smooth workflow for self and the assistant designer

J. Processes and structures

- a. Created process mapping for all the basic roles of communications, including
 - i. Publication design
 - ii. Video production
 - iii. Illustration
 - iv. Animation.
- b. It also includes processes while working with 3rd party vendors
- c. Created SOPs for each work and deliverable of communications

K. Content creation

- a. Data Driven Governance brochure
- b. Social media posts

L. Vendor and external stakeholder management

- a. Data Driven Governance
- b. CEGIS@5
- c. Indian Public Finance Collaborative
- d. Retreat

M. Newsletters

- a. External newsletters for Data Driven Governance

MI. Social media

- a. Strategising and planning campaigns
 - b. Designing creatives
 - c. Scheduling and managing engagement
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C-LOP, J-PAL(SA)

2020 to 2023

A. Branding, identity development

- a. Logo and brand identity of C-LOP
- b. Logo and brand identity of Mission Karmayogi
- c. Templates for
 - i. Reports
 - ii. Toolkits
 - iii. Presentation

B. Guidelines Design

- a. Brand guideline design for C-LOP
- b. Brand guideline design for Mission Karmayogi
- c. Audio-visual consent form and guidelines
- d. Photography guidelines

C. UX/UI

- a. Website for C-LOP
 - i. Designing UXUI
 - ii. Supervising development
 - iii. Structuring content
- b. Website for Mission Karmayogi
 - i. Designing UXUI
 - ii. Supervising development
 - iii. Structuring content
- c. Interactive tools/games
 - i. FRAC game
 - ii. Pricing Model- interactive tool
 - iii. Shanti's Journey

D. Designing of IEC, ICT, Collaterals

- a. Reports
 - i. Annual reports
 - ii. Research findings
 - iii. Donor reports
- b. Infographics
- c. Illustrated *Journey Maps* of public officials
- d. Brochures
 - i. About C-LOP
 - ii. Mission Karmayogi
- e. Posters
 - i. Journey maps

- f. Social media and external communications
 - i. Twitter posts/campaigns
 - ii. Blog posts
- g. Merchandise and giveaways
 - i. T-shirt
 - ii. Notebooks

E. Training and Facilitation

- a. Training larger team on brand guidelines and design masters
- b. Training larger team on google slide design, google doc design and formatting documents

F. Processes and structures

- a. Created process mapping for all the basic roles of communications, including
 - i. Publication design
 - ii. Video production
 - iii. Illustration
 - iv. Animation.
- b. It also includes processes while working with 3rd party vendors
- c. Created SOPs for each work and deliverable of communications

Breakthrough India

2015 to 2020

A. Branding, identity development

- a. StreeLink: Logo and programme identity
- b. Team Change: Logo and programme identity
- c. Badi Si Asha: Campaign identity
- d. Reframe: Programme identity
- e. Flip: Logo and Programme identity
- f. Roshan Tara under Taaron ki Toli: Programme identity
- g. Stand with me: Logo and Campaign identity
- h. Branding Guideline for Breakthrough
- i. Khul k Bol (Open Mic): Logo and Campaign identity

B. Designing of IEC, ICT, Collaterals

- a. Reports
 - i. Campaign reports
 - ii. Annual reports
 - iii. Donor Reports
 - iv. Media Outreach reports
- b. Curriculum
 - i. Ujjwal Tara curriculums & Roshan Tara curriculums under Taaron ki Toli
 - ii. Career Planning Module
- c. Toolkits
 - i. Response Strengthening Toolkit on Early Marriage
 - ii. Gender Sensitive Communication of Media Platforms
 - iii. Ready Reckoner for Fronline Workers

- d. Infographics
 - i. Baseline & Endline Survey- Sexual Harrasment
 - ii. Health, Education and Violence- Adolescent Empowerment programme
 - iii. Call to Action for Ending Early Marriage in Bihar and Jharkhand
 - iv. Bridging the Gender Gap
 - v. PWDVA, a complete guidebook
- e. Collaterals
 - i. Banners
 - ii. Posters
 - iii. Brochures
 - iv. Postcards
 - v. Standees
 - vi. Gates, Stalls & Booths for events/melas
 - vii. Van branding for community mobilization
 - viii. Emailers
 - ix. Give-away kits
 - x. Press-kits
 - xi. Merchandise (clothing, accessories, electronics, books & journals, stationaries and more)
 - xii. Corporate Identity Kit
- f. Digital
 - i. Social Media posts for all the platforms (Facebook, Instagram, Twitter, Linkedin and video thumbnails for Youtube) it.
 - ii. Website designing
 - iii. LMS (Learning Management System) designing

C. Event Design and Management

- a. Managing event choreography including sitting plan, platforms, lights and sound arrangements
- b. Deciding event-specific themes and designing event collaterals
- c. Designing interactive stalls and display
- d. Briefing and directing the Photographers

Some of the events I have designed and managed are -

- a. Annual Video Van runs
- b. Kishori Mela
- c. Ratri Chaupal
- d. StreeLink Mela
- e. Media Outreach
- f. Press Meet
- g. Youth Conclave
- h. Donor Meet
- i. Celebratory
- j. Programme Introductory
- k. Camapign Launch and Closure

D. Production and Quality Management

- a. Deciding the print specifications and print-houses
- b. Reviewing and approving the digital-copies, samples to ensure the desired quality
- c. Monitoring the process
- d. Creating strategic flexibility and managing it to ensure timely delivery without compromising the quality
- e. Designing Product Catalogue for Breakthrough with all the required specifications

E. Photo Shoots

Directing photo-shoots for internal image-stock which forms a key element of Breakthrough's media inventory.

F. Team Management

- a. Supervising and ensuring timely delivery of all graphics related work, IC, ICT, Social media posts and Events
- b. Inducting junior graphic artists into the organization & overseeing their adaptation to the organization's work, graphic grammar, design formats and language
- c. Ensuring constructive inputs from them with regard to results, execution and ideation

G. Coordination and Vendor Management

- a. Assist the implementation teams with ideation and leading the process of laying down design language
- b. Prepare a reference docket of the designs and graphic grammar for all in house social media posts
- c. Participate in events related to design, visual communication and branding to represent organisation's design ideology
- d. Maintain cross center and cross vertical relationships to ensure smooth functioning.
- e. Design coordination with internal as well as external stakeholder, vendors and partners

Shri Lal Mahal Limited
2015

- a. Designed **Identity for Gulfood 2015**, Dubai, including all the collaterals- entrance gate, elevator, glass wrap branding, in-stall branding and Display
- b. Designed **Advertorial for Gulfood 2015** publication
- c. Designed **Corporate Brochure** for Shri Lal Mahal
- d. Designed various **POS Materials**
- e. Designed **Print Advertorials**
- f. Designed & Revamped **Packaging**
- g. Designed **sales-promotional articles and collaterals**

Bagrry's India Limited

2013 to 2015

- a. New **packaging designs** for Bagrry's® India Ltd
- b. Adaptation of the design for various SKUs
- c. Designed **Branding Guideline** for Bagrry's® India Ltd
- d. Have designed **Corporate Communication** (both Indoor & Outdoor) materials of Bagrry's® India Ltd., including Banners, Posters, Standees, Flyers, Dangers etc
- e. **Social Media Management** for Bagrry's® India Ltd. Including the designs of all the posters
- f. **Advertorials** for Magazines like GOOD FOOD, Progressive Grocer and many more
- g. **Website** designing
- h. **Coordination and relationship management** with various vendors and other stakeholders in the execution of the plans related to Communication and Packaging

Childline India Foundation

2011 to 2012

- a. **Documentation** of 14th Northern Regional Partnership Meet, Childline India Foundation
- b. **Facilitate Life Skills Trainings** with adolescence in Gautampuri Phase-II, New Delhi
- c. Low Attendance Rates Among Primary and Middle School Children-An Exploration', a **Complete Research project** conducted in Gautampuri Phase II, Badarpur Border, New Delhi

Pratham

2012

- a. Engaged in **Content development**
- b. **English instructional coach/teacher** for the community development team at Pratham's Call Center

Freelance

2011 onwards

A. Branding and Identity

- b. Kite Manja: **Logo** and **brand identity**
- c. EduMarket: **Logo** and **brand identity**
- d. Fireflies Dream: **Logo** and **brand identity**
- e. ShOm: **Logo** and **brand identity**
- f. Hum: **Logo**
- g. Oya's Umami: **Logo**
- h. Furrypals: **Logo, tagline** and **brand identity**

B. Publication Design

- a. Positive Fatherhood (both in English and Hindi): A ready manual for facilitators, IGSSS
- b. VIBGYOR High: A school quality audit report, Prashant Kakkar

C. Corporate pitch presentation

- a. JoshTalks

D. Socia Media Campaign design and Management

- a. Kite Manja
- b. Ahad

E. Retail Research

- a. *'Organized Retailing in India- A Comparative Study between Two Brands of Brands and Retail Formats'*, A Study Based on secondary Research
- b. *'Advertisizing Strategy of Brands- A Comparison Between Two Retail Formats and Retail Formats'*, A Complete Research Project Based On Survey

Interior Designing & Display

2006 to 2011

A. Residential

- a. Resident of Mr. Bijon Bora
- b. Residential flat at ICON Tower, Gurgaon Residential Villa at Meera Bagh, Delhi Residential block at Saraswati Vihar, Delhi
- c. Residential flats at Moti Nagar, Kirt Nagar, GK-II, Kalkaji and East of Kailash in Delhi
- d. Farmhouses at Chattarpur as well as Jaipur vi. Residential Appartments at 'Stuti Block', 'Swarna Ganga
- e. Appartments, Hrishikesh
- f. Resident of Dr. Asha Pandey, Hrishikesh ix.
- g. Resident of Mr. Mukesh Khanna, Hrishikesh
- h. Girls' Hostel at Shantipur, Biswanath Chariali, Assam

B. Commercial

- a. Manager's Cabin at BARCO, NOIDA
- b. MD's Cabin at BARCO, NOIDA
- c. The Office of MOMENTA, Jasola Vihar, Delhi iv.
- d. COCOA Restaurant, Select City, Delhi
- e. 'Gurukul' college, Madhya Pradesh
- f. Designed Office-Chamber of Mr. indrajit Borah, B. E., consultant of Travel Agency, Dibrugarh, Assam
- g. Designed the Class-Rooms, Cabins of HoDs of SANKARI KALA KRISTI VIKAS KENDRA, Biswanath Chariali, Sonitpur, Assam
- h. Designed the Executive Office of GRAMIN, Assam, including CEO's cabin

C. Religious

- a. Durga Temple of Moti Nagar, Delhi
- b. Mataji's Ashram, Delhi

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 Boruah
- Mother: Ms. Jayashree Sharma Boruah
- Languages: Assamese, English, Hindi, Nagamese, Bengali