

Hi,
I'm **Rounit Arya**



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Tools



Skills

Branding and Promotion
Typography and Layouting
Digital Designing
3D Modeling
UI Design
Product Photography
Fashion Photography
UX Research
Fashion Styling

Language

English Hindi

About

A motivated and passionate person with a keen interest in **branding and advertising**. Additionally, I'm quite skilled in social media advertising, logo design, and brand analysis. As well as a cooperative team member that makes sure solutions satisfy user/business objectives and needs.

Professional Experience

Graphic Designer, *Ideosys*

06.2022 – 07.2022 | Dubai, United Arab Emirates

At the Ideosys, I designed visuals for their social media accounts. I created visually attractive content and graphics to increase user engagement.

Graphic Designer, *Well Heard™*

06.2022 – 07.2022 | Delhi, India

I was part of the Well Heard as a graphic designer and content creator. I created captivating and eye-catching content and graphics for their social media accounts.

Freelance Designer, *Digital and Beyond (Dhawani Bajaj)*

2022 – 2023 | Delhi, India

At Digital and Beyond, I was tasked with creating brand identities and collaterals, and also, social media posts.

Graphic Designer, *Assembly Travel (Dismantle Digital Pvt. Ltd.)*

06.2024 – Present | Delhi, India

I created creative assets across platforms, managed product catalogues, and oversaw projects in photography and film to maintain brand consistency.

Education

Bachelor in Design (Fashion Communication), *NIFT*

09.2021 – present | Patna, India

12th, *Kairali School*

10th, *Kairali School*

03.2019 – 03.2020 | Ranchi, India

03.2017 – 03.2018 | Ranchi, India

Projects

Brand Research and Rebranding of **MARVEL STUDIOS**

I researched Marvel Studios' brand and rebranded it to reflect new trends for the upcoming year of 2025.

Research on Digital Camera Market in India

I conducted research on the two main players in the digital camera market in India, Sony and Cannon, in addition to creating a fictitious brand. I also created collaterals and did branding for that.

Initiatives

Graphic Designer, *Bharat Tex*

2024 | New Delhi, India

Together with my teammate, I worked on creating graphics in Bharat TeX for the MOU signings of NIFT with both national and international institutes.

Graphics Head, *Craft Bazaar(NIFT)*

2024 | Patna, India

I served as the Graphic Head for the NIFT-organized Craft Bazaar, where I worked and guided my teammates with the creation of collateral materials for the event.

NIFT Convocation Graphics Team Head, *NIFT*

2023 | Patna, India

With a team of four, I designed event collaterals for the NIFT Convocation in 2024.