




# Bhavya Sinha

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Delhi, India

## EDUCATION

### National Institute of Fashion Technology, Kolkata

B.Des- Knitwear Design (2016-2020)

### Indian Institute of Management, Calcutta

Executive Program in Business Analytics (2023-2024)

## CERTIFICATION

### Accounting Essentials

edX Verified | Imperial Business School, London, July 2023

### Marketing Delivering Value and Proposition

edX Verified | Doane University, July 2023

### Brand Management

edX Verified | Indian Institute of Management, Bangalore, September 2023

### Foundations of User Experience (UX) Design

Google UX Design, Course 1

## SOFTWARES AND SKILLS

### Adobe Creative Cloud

- Photoshop
- Illustrator
- inDesign
- After Effects
- Premiere Pro

### Figma

- Wireframing
- Prototyping

### Microsoft Office

- Word
- Excel
- PowerPoint

### Data Analytics

- Data Interpretation
- Python - Jupyter
- Power BI, Tableau

## CAREER OBJECTIVE

Dedicated and passionate designer with a progressive career history in transforming into marketing. Skilled in various design softwares and marketing tools, with a proven ability to collaborate effectively with clients and colleagues to conceptualise, develop and deliver projects on time and within budget. Strong understanding of design and marketing principles, I wish to grow even further in both the fields, merging the two with backed with data analytics.

## PORTFOLIO & WEBSITE

[behance.net/bhvyssnh](https://behance.net/bhvyssnh)  
[Ayyahb by Bhavya](#)

## WORK HISTORY

### Creative Marketer | Taisys India Pvt. Ltd.

January 2024 - Present

- Developed and executed a comprehensive digital marketing strategy that increased website traffic by 43%, leading to a 27% growth in online conversions over six months.
- Designed and launched visually compelling graphics for social media and video platforms, resulting in a 65% increase in audience engagement and reaching over 3000 users across multiple channels.
- Spearheaded the planning of three major product launches, coordinating cross-functional teams to enhance brand visibility, which contributed to a 35% uptick in event attendance compared to previous campaigns.

### Senior Graphic Designer | LCI Group

January 2023 - October 2023

- Developed and executed a comprehensive visual content strategy for social media platforms, resulting in a 78% increase in follower engagement and generating over 5000 impressions across campaigns within six months.
- Spearheaded the redesign of website graphics that improved user experience, leading to a 40% reduction in bounce rates and boosting average session duration to 3.5 minutes for educational resources.
- Orchestrated digital marketing initiatives for key educational events, achieving a remarkable 60% growth in event registrations compared to the previous year while increasing website traffic by over 54%.

### Lead Designer | BeOne Inc.

February 2022 - January 2023

- Spearheaded the design and development of a women's fashion collection, resulting in record-breaking sales of Rs. 15 lakh from a single launch, exceeding previous collections by 30%.
- Collaborated with production teams to select innovative fabrics and prints, streamlining the supply chain process which reduced lead times by 25% while ensuring quality standards were maintained.
- Utilized advanced software tools such as CLO 3D, Photoshop, and Illustrator to create detailed design specifications
- that improved communication with American buyers, enhancing order accuracy by 40% and increasing buyer satisfaction ratings.

### Graphic Designer | POPxo | Good Glamm Group

February 2021 - February 2022

- Developed comprehensive graphic solutions for the Google story project, enhancing user engagement and contributing to 34% of total company revenue through innovative backgrounds and animations, resulting in a 25% increase in viewer retention rates over the previous quarter.
- Designed and implemented templates for the Plixo social media platform that boosted content creation efficiency by 40%, leading to a successful campaign that achieved over 1 million impressions within two weeks of launch.
- Created targeted advertisements for both IIFA Awards sponsorship and MyGlamm product promotion, generating an impressive average click-through rate of 15%, which surpassed industry benchmarks by over 5%

### Associate- Art | BYJU's

October 2020 - February 2021

- Created graphics for presentation and made pets with propoer transition and animation to be exported like a mini movie.
- Worked mostly on projects for class 4th and 5th students -so highly interactive- and coordinated with art (asset team) and motion design team for timely delivery of presentation (2-3 days from storyboard meeting with the content team).

## LANGUAGES

- English
- Hindi
- Japanese
- German