

COMMUNICATION DESIGNER

# JASLEEN ASHTA

## ABOUT ME

### CREATIVE | EMPATHETIC | PASSIONATE

When God made me, he probably replaced the pixie dust sachet with stories. ***A jack of all traits, master of many.*** Believer of fairytales. Lover of stationary and sweets.

A firm believer in working hard and never giving up, that being my ‘*Ninja way of Life*’.

## EXPERIENCES

### BMD Creative Studio, Portugal — Graphic Designer

JANUARY 2021 - CURRENT DATE

Branding, social media strategy, UI/UX, illustrations

### BlueRose Publishers, New Delhi — Graphic Designer

JULY 2020 - DECEMBER 2020

Book covers, posters, illustrations, and web banners.

### Aphelia Innovations, New Delhi — Graphic Designer

MARCH 2019 - JULY 2019

Website content, social media graphics, branding, logo design, UI wireframing, video editing, icon development and illustrations.

## ACCOLADES

### YOUTH ART SCENE x CALBUNKA EXHIBITION

THE STADEL, KOLKATA - FEB 20

Excerpts from Street Photography were exhibited

### ‘Untitled1.jpeg’ EXHIBITION

NIFT, KOLKATA - FEB 20

Photographs from the Fashion Calendar project were exhibited

### STORIETHEATRE STUDIO - NATIONAL LEVEL

#### PHOTOGRAPHY COMPETITION

STORIETHEATRE INSTA HANDLE - NOV, 19

2nd Runner Up

### NATIONAL HANDLOOM DAY EXHIBITION

NIFT, KOLKATA - AUG 19

Photographs from Craft Cluster project were exhibited

## PROJECTS

### Uncovering Jamdani: A Weaver’s Narrative — Qualitative Research Project on Craft Cluster of Kalna.

MAY 2019- NOVEMBER 2019

The project was done under the Ministry of Textiles, for National Institute of Fashion Technology, Kolkata. Final deliverables were Research Document and Video Film.

## REFERENCES

### Ms. Anterleena Maiti

Design Strategist and Communication Designer, BMD Creative Studio; 9775555517

### Mr. Syed Arshad

Cofounder, BlueRose Publishers; 9015719530

288/56 Arya Nagar,  
Lucknow - 226004  
+91 - 6291149910  
jasleen.ashta@gmail.com

*behance.net/aglumaja*

*issuu.com/aglumaja*

*linkedin.com/in/aglumaja*

## OBJECTIVE

Hello,  
I am looking for job role in the field of communication design. I am intrigued by design in all format and want to contribute in valuable problem solving design while enhancing my skills and getting hands on industrial experience.

## EDUCATION

### National Institute of Fashion Technology, Kolkata — Bachelor of Design

AUGUST 2017 - MAY 2021

Fashion Communication Department.  
C.G.P.A -8.8

### City Montessori School, Lucknow — Senior Secondary

JULY 15 - MAY 2017

Science (Physics, Chemistry, Maths) +  
Computer Science.  
Percentage - 88.8%

## COMPENTENCIES

Graphic Design  
Editorial Design  
Typography  
Branding  
Illustration  
Creative Writing  
Design Research  
UI/UX Design  
AR/VR  
Photography

## SOFTWARE SKILLS

● ● ● ● ●	Adobe Photoshop
● ● ● ● ●	Adobe Illustrator
● ● ● ● ●	Adobe Indesign
● ● ● ● ●	Adobe XD
● ● ● ● ●	Adobe Lightroom
● ● ● ● ●	Adobe Fresco
● ● ● ● ●	Adobe After Effects
● ● ● ● ●	Adobe Premiere Pro
● ● ● ● ●	Adobe Dreamweaver
● ● ● ● ●	Adobe Aero
● ● ● ● ●	Adobe Dimension
● ● ● ● ●	Autodesk Sketchbook
● ● ● ● ●	Autodesk 3ds Max
● ● ● ● ●	Corel Draw
● ● ● ● ●	InstaVR
● ● ● ● ●	Google Virtual Tour Creator
● ● ● ● ●	Spark Ar

## INTERESTS

Reading Books, preferably fiction.  
Feeding on Visual Content (shows, movies, anime, behance)  
Filling Sudoku  
Photography  
Imagining scenarios

## LANGUAGES

Hindi | English

### Mr. Deepak Kumar

Cofounder, Aphelia Innovations; 9599806878

### Mr. Himanshu Dhanda

CC FC, NIFT, Kolkata; 9811567425