

Sneha Krishnan

Communication Designer

An enthusiastic and vibrant communication designer, graduated with a Bachelor of Design in Fashion Communication from National Institute of Fashion Technology, Chennai. With a specialisation in media, areas of interest include advertising, branding, graphic design, packaging design, photography, styling, content writing and trend research.



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EDUCATION

B.Des, Fashion Communication

National Institute of Fashion Technology, Chennai

09/2020 - 05/2024

CGPA: 8.8

Courses

- Deepening Specialisation: Fashion Media
- Interdisciplinary Minor: Fashion Design
- President of the Cultural Club 2022-23
- Creative Team Member of Reflections Magazine, 2023

Schooling: ICSE & ISC

Chettinad Harishree Vidyalayam

06/2009 - 06/2020

Chennai

Courses

- High Honour Rolls: Art, Sociology, Physics, Mathematics
- Prefect 2017-18
- Interact Club Member 2017-18
- Academic Coordinator 2018-19

WORK EXPERIENCE

Creative Art Intern

Lowe Lintas India Private Limited

01/2024 - 05/2024

Bangalore, India

Low Lintas is the creative agency of the MullenLow Lintas Group and lends its advertising and branding expertise to some of India's top brands.

Achievements/Tasks

- Assisted the team in creatives for ATL & BTL advertising.
- Worked on branding and layout collateral routes.
- Worked with the team to brainstorm creative approaches and work on pitch decks and campaign presentations.

Freelance Journalist

Hindustan Times Brunch

08/2023 - Present

Remote

Brunch is the weekly e-magazine of the Hindustan Times that focuses on fashion, lifestyle and entertainment.

Achievements/Tasks

- Writing articles based on approved pitches for various sections of the e-magazine.
- 25 National Bylines and counting.
- Started off as Editorial Intern in the English Content Management department.

Freelance Graphic Designer

Kenspire Advisors Private Limited

07/2021 - Present

Chennai, India

Kenspire Advisors Private Limited is a professional services company focusing on management and strategy consulting.

Achievements/Tasks

- Production and post-production of Kenspire Business Mantra YouTube channel.
- Videography and editing, along with contributing to subscriber and channel growth.
- Admin of Kenspire's LinkedIn account, curating content and graphical posts.

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Adobe Dimension

Adobe Lightroom

Procreate

Microsoft Office Suite

Graphic Design

Photography

Fine Arts

Content Writing

Styling

Trend Research & Forecast

EXTRA-CURRICULARS

Achievements and roles undertaken at NIFT Chennai (09/2020 - 05/2024)

- President of the Cultural Club- Actively organised various cultural events on campus, including spearheading Spectrum 2023- the annual intercollege cultural fest of NIFT Chennai.
- Won Silver representing NIFT Chennai in Converge 2023, inter-NIFT competition.
- Class Representative during final year- semester 7 & 8.
- Master of Ceremonies and active contributions in campus events such as Interdepartment Fest, Spectrum, Converge, Convocation, Graduation Show Displays and Reflections Magazine.

PROJECTS

Product Photographer (12/2021)

Catalog photography of the entire range of products for VVV & Sons Edible Oil.

Craft Cluster Program (06/2022 - 08/2022)

Underwent the craft internship in a group based on the Kanjivaram silk saris. Produced documentary and academic publication post field visit.

Commercial Styling (10/2023)

Styling, photography and social media content for Classic Polos as a part of a small team- Classroom Project in semester 7.

LANGUAGES

English

Native or Bilingual Proficiency

Tamil

Native or Bilingual Proficiency

Hindi

Limited Working Proficiency

Sanskrit

Limited Working Proficiency