



Hey there! I'm SHASHWATA ROY

Visual Designer | Illustrator | Animator

A strategic, multi-disciplinary and Visual Communicator with 5+ years of professional experience delivering premium visual solutions across diplomatic, corporate, and ed-tech sectors. Anchored by a strong academic foundation with both a Bachelor's and Master's from the College of Art, Delhi University, I seamlessly blend advanced expertise in graphic design, 2D animation, illustration, and 3D spatial visualization to translate complex organizational objectives into compelling visual narratives. A highly collaborative, cross-functional partner recognized for taking absolute end-to-end design ownership, navigating tight deadlines with agility, and consistently delivering high-impact outcomes that elevate brand presence and exceed strategic goals.

Expertise

Graphic Design Illustration
Motion Graphic Animation
Storyboarding Video Editing
UX Design Research

Tools

Photoshop Illustrator Figma
Premiere Pro After Effects
Claude Code MS Office

Awards

 **Academic Excellence**
College of Art
Secured 2nd Prize

Education

 **Master of Fine Arts**
College of Art, Delhi University
2022

 **Bachelor of Fine Arts**
College of Art, Delhi University
2020

Work Experience

Senior Graphic Designer – CEPA Council (UAE Embassy) IndAus Advisors LLP | New Delhi

2024 – 2026

- **Brand Identity:** Designed the comprehensive visual identity for the high-profile UAE-India Start-Up Series to align with key institutional objectives.
- **Event Collaterals:** Spearheaded end-to-end design and production of visual assets for high-level summits nationwide under the CEPA Council ecosystem.
- **Publication Design:** Transformed lengthy, complex policy documents and data-heavy reports into visually structured, engaging publications.
- **Digital Media Impact:** Produced high-performing video content and viral Instagram Reels that garnered millions of views, exponentially growing the CEPA Council's digital footprint.
- **Strategic Assets:** Delivered high-impact presentation decks and creative assets under strict, fast-paced timelines through seamless cross-functional teamwork.

Graphic Designer – ICT360 Division ARK Infosolutions Pvt. Ltd. | Noida

2023 – 2024

Executed high-quality social media creatives, corporate newsletters, and educational assets for the B2B Ed-Tech division. Played a pivotal role as a 3D Visualizer, developing sophisticated architectural visualizations for the company's proprietary iLab models, directly accelerating the onboarding of new partner schools.

Graphic Designer Timeus Interactive Services Pvt. Ltd. | New Delhi

2022

Developed high-fidelity illustrations, narrative comic strips, social media assets, and 2D animations for elite enterprise tech clients including Dell, HCL, and Genpact. Thrived in a fast-paced agency environment, demonstrating agility and strong multitasking capabilities to consistently deliver premium creative work under tight deadlines.

Freelance Illustrator & Animator Oasis Films & New Media | New Delhi

2020 – 2021

Collaborated on public sector consulting projects to visually communicate and promote the strategic initiatives and public services of the Government of India. Spearheaded the production of targeted 2D animation projects and designed custom digital illustrations tailored for diverse government communication channels.

Portfolio & Social

 **Portfolio Website**
www.shashwataroy.com

 **Behance**
www.behance.net/rshashwata

 **LinkedIn**
www.linkedin.com/in/roy-shashwata

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 **Location**
Greater Noida