



Saumya Goyal

Roll Number: 180205031

B.Des. 4

Indian Institute of Technology Guwahati

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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	8.73 (Current)	2018 - Present
Senior secondary	CBSE board	94.8%	2018
Secondary	CBSE board	10.0	2016

Experience

- Graphic Design Intern and Illustrator | Wipro Limited** *May 2021 - July 2021*
Worked on visualizing and illustrating concepts for presentation decks based on design-led innovation and designing stylized portrait illustrations for employees.
- Co-founder | Threads to Tales** *Dec 2020 - Present*
Strategized & established an entrepreneurial venture based on circular fashion, launched in June'21.
 - Created the brand identity, website, collaterals for packaging, inventory and content for marketing.
 - Key responsibilities include website maintenance, content creation, brand and marketing strategy experimentation, photography, packaging orders, managing finances, and customer support.
 - Profits support the education of one underprivileged child at our partner NGO.
- Illustrator and Core Team Member | A Junior VC** *Oct 2020 - Present*
My work involves visualizing the essence of articles based on the Indian startup ecosystem (launched every fortnight) into a rendering that acts as a hook for getting traction on the article.
- Graphic Design Intern and Illustrator | Slang Labs** *June 2020 - August 2020*
Worked on creating the illustration style, official mascot, promotional motion graphic videos, investor pitch decks, and over 100+ illustrations that visualize technical concepts for the website.

Projects

- Illustrative Narrative Based Game Design** *Ongoing*
Ms. Sheetal Gokhale, Associate Professor, Dept. of Design, IIT Guwahati
Ongoing Bachelor's Thesis Project that aims to create an illustrative interaction-based storytelling game for young adults, with ludo-narrative harmony. The project entails primary and secondary research, story-writing, storyboarding, creating interactions, illustrating, animating, and testing.
- An Illustrative Pitch Deck | Slang Labs** *July 2021 - Aug 2021*
Mr. Madhuranath R, Head of Sales & Marketing, Slang Labs
Worked on visualizing 38 slides with unique concepts into illustrative layouts. Created the final deck in both light and dark interfaces, now used to pitch to global investors and customers.
- Theatre Academy Website Design | Magic Creations** *May 2021 - July 2021*
Ms. Geetika Goyal, Director and Founder, Magic Creations Studios
Worked on establishing brand guidelines, creating a UI system, making illustrations and graphics, and building the website on a no-code platform.
- Know Your Sheet - A Beginner's Guide to Reading Sheet Music** *Jan 2020 - May 2020*
Ms. Sheetal Gokhale, Associate Professor, Dept. of Design, IIT Guwahati
Designed a book introducing various techniques to make self-learning sheet music easier. Attempted to solve 4 main problems faced by a beginner when learning to read (and while reading) sheet music.

- **Meraki (1st edition)**

Nov 2019 - Jan 2021

Cultural Board, Students Gymkhana, IIT Guwahati

Designed and set to publish the introductory edition of the college cultural magazine, showcasing a brief history and working of the Cultural Board at IIT Guwahati.

Skills

- **Design skills:** Branding, Visualization, Illustration, Visual Narration, Character designing, Mood-boarding, Storyboarding, Frame-by-frame animation, Book design, Typeface design, Layouting.
 - **Software skills:** Photoshop, Illustrator, After Effects, InDesign, Figma, Procreate.
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Positions of Responsibility

- **Editor-in-Chief** | Cultural Board, Students Gymkhana Council, IIT Guwahati
Working towards an entirely new perspective for the magazine's second edition, that includes the structure, curation and creation of content, design language, layouts, and illustrations.
 - **Head, Design** | 9th Inter-IIT Technical Board, Students Gymkhana Council, IIT Guwahati
Worked on full-scale branding of the event, along with managing the design team. Also worked alongside developers to design and deploy the annual Inter IIT Tech Meet website.
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Achievements

- **Ms. Talented 2018** | Winner of the title at the personality-based competition (Mr. and Ms. Freshers), IIT Guwahati
 - **4th position Fashion Show, Inter IIT Cultural Meet 4.0, IIT Bombay** | Costume and Make-up Designer for 8 models.
 - **UCEED 2018** | Secured All India Rank 56 among 11,567 candidates appearing for the test.
 - **School Merit Scholarship 2011-18** | Manav Rachna International School.
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Extracurriculars

- Octaves Team Member: Played the keyboard in music club events.
 - Creatives Team Member, Alcheringa, IIT Guwahati (2018-2020): Designed creatives, merchandise and installations for the fest.
 - Inter IIT Cultural Meet 4.0, IIT Bombay, 2019: Designer at 8-hour Rebranding Marathon
 - Abhilasha, 2019: Volunteer at the Full-day Design Workshop for Children.
 - Quill Club, 2017: A published author of a book titled 'LIMITLESS' among 15 other young writers.
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Key courses taken

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| ◦ Visual Narratives | ◦ Animation Techniques |
| ◦ Art and Aesthetics in Design | ◦ Visual Communication Theory |
| ◦ Typography and Grid Systems | ◦ Graphic Communication |