

FNU DEEPANJALI

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SUMMARY

As a versatile multidisciplinary designer, I specialize in merging diverse creative mediums to bring concepts to life. My expertise spans animation, video editing, Illustration, graphic design, and spatial design, including from 2D to 3D design, allowing me to craft unique and engaging design solutions. A MFA graduate with a strong foundation in Animation and Graphic design. Inspired by my surroundings, I am dedicated to creating impactful, immersive experiences that seamlessly integrate different design elements and provoke thoughtful reflection.

WORK EXPERIENCE

Business Content Designer

Feb. 2024 – Jul.2024

Cloudaction

Remote

- Spearheaded the development of engaging animated content and social media marketing campaigns for Cloudaction, boosting user engagement rates by over 40% and driving a 30% increase in social media following.
- Designed compelling, high-impact presentations for corporate and client meetings, enhancing message delivery and facilitating high-stakes business deals; recognized by senior management for outstanding creativity and effectiveness in brand communication.

Adjunct Professor

Aug. 2023 – Dec.2024

University of Lynchburg

Remote NY

- Enhanced student engagement and creative skills through diverse teaching methodologies, leading to noticeable improvements in class participation and project quality.
- Created and managed a detailed class syllabus and log, supplementing with digital resources and tutorials to support varied learning styles and self-paced study.
- Provided mentorship and one-on-one support to 60+ Undergraduate students, implementing a progress-tracking system that improved academic performance and personal growth.
- Developed educational modules that focused on design software like Adobe After Effects, Photoshop, Indesign, Illustrator, and Animate.
- Collaborated with faculty to align course content with departmental objectives, actively participating in the evolution of educational strategies and materials.

Visual Designer

Mar. 2023 – Aug. 2023

Rise & Set Agency

Manhattan, NY

- Pioneered immersive marketing strategies for the film "Chevalier" by Searchlight Pictures, creating exclusive experiences at St. Regis New York, and boosting the film's theatrical release.
- Conceptualized and executed a unique design strategy for the "Theater Camp" movie premiere, resulting in a feature in Playbill, a highly influential theater news outlet.
- Led the design and execution of high-profile charity events, notably for HFC, contributing to the successful fundraising of over \$1M.

Graphic Design Internship

Jun. 2022 – Aug. 2022

Cloe's Corner

Brooklyn, NY

- Drove brand identity development, resulting in a 30% surge in user traffic, showcasing a solid understanding of target audience preferences and behavior.
- Conceived and crafted compelling graphics for web and social media platforms, enhancing digital content's visual appeal and engagement.

Freelance Architect/Designer

Oct. 2017 – Present

- Led the design and architecture of a wellness retreat/hotel over a 3,48,480 sq ft area located in India.
- Oversaw design and execution of a 7,500 sq ft single-family residence, aligning all aspects with the client's vision.
- Maintained strict adherence to budget and timeline constraints, resulting in successful project delivery and high client satisfaction.
- Further served as an Architect at Silhouette Events, managing design elements for grand weddings, attended by over 1000 guests, delivering memorable, praise-worthy experiences.

EDUCATION

Pratt Institute

Aug. 2021 – May. 2023

MFA, Digital Arts(2D Animation) GPA: 3.86

Brooklyn, NY

- Designed and implemented captivating social media campaigns for the Digital Arts department, resulting in a 30% uplift in engagement rates and expanding reach by 25%.

Royal Central School of Speech and Drama

Oct. 2019 – June. 2021

MFA, Scenography GPA: 4

Greater London, UK

- Won Prague Quadrennial Common Design Project 2021 for "The White Plague"

Sushant University

Aug. 2013 – June. 2018

Bachelor of Architecture

Gurugram, India

- Was selected in the top 10 for best Thesis - "*Museum of Moving Images*" in Filmcity, Mumbai, India.

SKILLS, AWARDS & INTERESTS

▪ **Skills:** Adobe Suite(Photoshop, Illustrator, InDesign, Dimension, Premiere Pro, After Effects), Figma, XD, Rhino, Cinema 4D, SketchUp, Vray, Autocad 2D/3D, Procreate, TV Paint, ToonBoom Harmony, Storyboard Pro, Dragonframe, Revit, Microsoft Office, Animate(Flash), AI ChatGPT, Midjourney, HTML, CSS, Webflow

▪ **Awards:** Indo-French International Film Festival | 2023 | Pondicherry, India Winner for *Mon Petit Chou* Best Animated Film and Best Sound Design, Silence Ça Touille - Movie And Food Festival | 2023 | France Award Winner for *Mon Petit Chou*, 7th Annual NY Dog Film Festival I 2022 I New York Official Selection for *Gone for Good???*, Prague Quadrennial Common Design Project 2021 I Prague Awarded for *The White Plague* Best Thesis Degree Show I 2018 I Gurgaon India Awarded for *Museum of Moving Images* Filmcity, Mumbai Haunted Carnival I Wassai Project I 2022 Participated in *Haunted Fungi Puppet show*

▪ **Interests:** Storytelling, Fashion and Styling, Cooking Indian Fusion recipes, Food Photography with a bird eye view