



## Devi Ashok

**Date of birth:** 01/01/2000 | **Nationality:** Indian | **Sex:** Female | **Phone:**

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**Address:** 12F, Olive, SFS Cyberpalms, Karimanal PO, Trivandrum, Kerala, India, 695583, Trivandrum, India (Home)

### ● ABOUT MYSELF

*Passionate communication designer with expertise in visual designing, aesthetics, and impactful design. Committed to crafting captivating designs that effectively convey messages and achieve communication goals.*

### ● WORK EXPERIENCE

01/02/2024 – 31/07/2024 London, United Kingdom

#### **FREELANCE PACKAGING DESIGNER SUNRISE**

Branding and Logo  
Packaging in various sizes for the spice packets  
Carton design  
Product Sticker

01/09/2023 – 23/12/2023 Bangalore, India

#### **GRAPHIC DESIGNER EDUFUND**

- Develop brand guidelines
- Social media design
- Website redesign and landing pages
- Brochures, email design, Advertisement, Youtube

01/09/2022 – 16/07/2023 Bangalore, India

#### **JUNIOR GRAPHIC DESIGNER NEWTON SCHOOL**

- Social media design
- Brochures, email design, Advertisement, Youtube

01/01/2021 – 23/09/2023 Changanassery, India

#### **FREELANCE GRAPHIC DESIGNER VERDANT INTERIORS**

- Branding and identity.
- Social media posts.
- Brochures

01/01/2022 – 30/04/2022 Bangalore, India

#### **GRAPHIC DESIGN INTERN WEBENZA**

Social media ad campaigns for major companies and brands like:

- AMAZON
- BOSCH
- BELLA
- ZOOMCAR

Templates for online platforms

- Designs for social media designs for various clients.
- Branding and packaging learnings
- Developed a branding and packaging design for a snack brand named PUFFTOSS

## ● EDUCATION AND TRAINING

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01/06/2018 – 04/04/2022 Dehradun, India

**BACHELOR IN DESIGN (COMMUNICATION MEDIA AND GRAPHICS)** University of Petroleum and Energy Studies (UPES)

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Website <https://www.upes.ac.in/students>

01/05/2016 – 22/03/2018 Trivandrum, India

**HIGH SCHOOL** The school of the Good Shepherd

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Website <https://goodshepherdvm.org>

01/06/2005 – 23/03/2016 Trivandrum, India

**PRIMARY SCHOOL** The school of the Good Shepherd

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Website <https://goodshepherdvm.org>

## ● LANGUAGE SKILLS

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Mother tongue(s): **MALAYALAM**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>HINDI</b>	B1	B1	B1	B1	B1
<b>GERMAN</b>	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

## ● CREATIVE WORKS

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01/01/2022 – 06/05/2022

**Vinde - Thrifting**

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A thrifting based project the user study and research.

- Branding
- Packaging
- UI
- UX

Links <https://www.behance.net/gallery/145858825/Vinde-Thrifting-brand> | [https://www.behance.net/gallery/146991751/VINDE-Thrifting-\(UIUX-case-study\)](https://www.behance.net/gallery/146991751/VINDE-Thrifting-(UIUX-case-study))

01/09/2022 – 30/09/2023

**Social Media**

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Social media posts with AI  
Youtube thumbnails  
Advertisement campaigns

Link <https://www.behance.net/gallery/174246811/Social-media-marketing>

## ● HOBBIES AND INTERESTS

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### Photography

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Passionate about landscape photography, I capture the interplay of natural light to turn ordinary scenes into striking visuals. My skills in manipulating lighting conditions and techniques enhance my attention to detail and creativity, showcasing the unique beauty of the outdoors and refining my technical proficiency with camera equipment.

### Fine art

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Enthusiastic about fine art painting, I create expressive works that explore color, form, and texture. My practice involves experimenting with various mediums and techniques to produce original pieces that convey depth and emotion. This hobby has refined my artistic vision, attention to detail, and creative problem-solving skills, allowing me to translate complex ideas into visually impactful art.

- Oil painting
- Acrylic on canvas
- Mural art
- Water color