



Krithya Kiruba

**Graphic Designer &
Corporate Communication Strategist**

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About me

I am an emerging graphic designer with an adequate knowledge of digital brand management. Design understanding and corporate communication are said to be my most vital skills. I aspire to obtain a challenging position that offers potential for my professional growth while being resourceful, focused, innovative, open-minded.

Skill Set

- Corporate Communication
- Change Management
- Design Literacy
- Graphic Designing
- Brand Management
- Photography
- Vector Tracing

Softwares known

Design Softwares



Fundamental Softwares



Work Experience

Reporting and editing

Deccan Chronicle, Virtual May 2021 - Jun 2021

Developed skills in various reporting techniques.
Proofread and edited articles.
Designed Tabloid as part of the internship.

Official Graphic Designer

Makkal Needhi Maiyam, Virtual Mar 2021 - Apr 2021

Designed online posters for Tamil Nadu's, one of the largest political parties Makkal Needhi Maiyam.

Content Creator

Health and Fashion Magazine Nov 2019 - Dec 2019

Interned in an on developing Chennai based media house called Health and Fashion Magazine. Helped them by providing full potential on creating content on the given topics. Self-written articles were also featured in the magazine.

Data Analyst and Research Executive

Business Blogging Mar 2019 - Jul 2019

Happened to work on major projects in the digital marketing firm and effectively handled the social media handles of their clients.

Relevant Interests

- Interested in meeting new people
- Conceptual Logo Designing
- Creating Brand Identity
- Client relation and Internal Communication.
- Content Writing
- Social Media Handling
- Photography

Academics

B.A. Journalism

M.O.P. Vaishnav College For Women, Chennai
Year 2019 - 2022

Higher Secondary (XII)

A.V. Meiyappan Mat. Hr. Sec School, Chennai
69%
Year 2018 - 2019

Secondary (X)

A.V. Meiyappan Mat. Hr. Sec School, Chennai
91%
Year 2016 - 2017

Projects

Competitor Analysis

May 2019 - Jun 2019

After months of follow up and intense research updated the client with accurate statistics and techniques of competitors and suggested a few innovative improvements for the progress on their social media handles.

Political Tabloid

Mar 2020 - Apr 2020

Designed a 12 page political tabloid for my college project and illustrated three political caricatures for the same.

Stop Fake News Campaign

Sep 2021 - Dec 2021

Designed logo for this campaign which focused on spreading awareness on how to stop the fake news and tips and tricks to verify news. This logo was launched by Tmt. Thamizhachi Thangapandian MP.

Menopause Campaign

Sep 2021 - Nov 2021

Designed a conceptual logo for the Menopause campaign and also designed various creatives for all its social media handles. This campaign was basically to create awareness on Menopause. I also handle their Instagram Account.

Product Photography

Nov 2021 - Dec 2021

Did a product photoshoot for the handmade products from an NGO, Edited the Raw images to high-end photos, and helped them handle their Instagram account.

Reporting for Television

Sept 2021 - Jan 2022

Took a sensitive topic, 'Ban of Conversion Therapy' for our News Capsule. I convinced four renowned people from the LGBTQ community to give us an offline video interview overnight. I was the director and Cameraman for the same.