

Sheryl Anna Biju

BRAND DESIGNER

A designer with a passion for innovation and creativity, who thrives on the challenge of transforming ideas into reality. The secret sauce you ask? A blend of data-driven insights, commercial savvy, and good old-fashioned design thinking. Dives headfirst into ideas, peel back their layers, and serve up designs that meet the brief and make a lasting impact.

Experience

✦ Nourish You

Senior Graphic Designer

HYDERABAD, INDIA | JUL 2024 – PRESENT

- Working directly with the founders & senior management to fulfil all design requirements ranging from packaging design to design collaterals for the D2C website, e-commerce platforms & performance marketing that meet the business requirements.
- Streamlining the design processes and curating a consistent brand identity.

✦ Amama Jewels (Graduation Project)

Fashion Accessory Designer

NOIDA, INDIA | JAN – APRIL 2024

- Conceptualized and designed 2 design fashion accessories collections, aligning with the brand's aesthetic and market positioning.
- Conducted trend research and analysis, and worked closely with cross-functional teams to bring designs from concept to market.



Competency

- Branding & Brand Strategy
- Visual Communication & Design
- Packaging Design

Skills & Tools

- Trend Analysis
- Market Research
- Adobe Creative Suite
- Sketching & Manual Rendering
- Rhinoceros 3D
- Keyshot
- AutoCAD
- Procreate
- Final Cut Pro X
- After Effects
- PubCoder

Contact



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✦ 24 Mantra Organic Brand Design Intern

HYDERABAD, INDIA | JAN – MAR 2023

- Provided design interventions and helped them increase their sales by 2x and clickthrough rate by 15% in 3 months on e-commerce platforms like Amazon.
- Used data-centric, commercial and customer-centric approaches with design thinking to create creative assets that increased online traffic by 5x approximately.

✦ Santhigram Wellness Freelance Graphic Designer (Remote)

EDISON, NEW JERSEY, USA | MAY – OCT 2022

Provided creative assets for the brand's e-commerce website and Amazon and social media platforms, improving brand consistency.

Education

✦ National Institute of Fashion Technology (NIFT), Hyderabad, India

9.4 CGPA | 2020–2024

Bachelor of Design (B. Des) in Fashion and Lifestyle Accessory Design with a minor in Fashion Retail and Marketing.

✦ Nuova Accademia di Belle Arti (NABA), Milan, Italy

MAR – JUL 2023

1 of the only 2 students to represent India and NIFT in the *semester exchange programme*. Pursued a major in Brand Design while studying Art Direction & Graphic Design and received cum laude in 2 subjects.

✦ D. D. M. S. P. Obul Reddy Public School, Hyderabad, India

91.8% | 2018 – 2020

Senior School Certificate in Humanities where the subjects were Economics, Psychology, Political Science, English and Legal Studies.

Soft Skills

- Strong Communication Skills
- Attention to Details
- Time Management
- Problem Solving
- Team Management

Publication

- NIFT Hyderabad. (2023). *Diagnostic Study Report on 10 GI Crafts of Telangana and Andhra Pradesh*. Paramount Publishing House. Report for Ministry of Textiles, Government of India

Achievements & Affiliations

- 1st Prize in National Level Design Hackathon in Packaging Design category conducted by the National Institute of Fashion Technology (NIFT), Hyderabad.
- Editorial Board Member of the Meraki Magazine, a student run publication by NIFT Hyderabad.
- Core Member of the Graphics Team for Spectrum 2022 – the annual fest of NIFT Hyderabad.

Languages

- English
- Hindi
- Malayalam