

NAMRATA SHAJWANI

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Visual designer with a background in brand systems, spatial graphics, and cross-platform visual communications. Experienced in developing visual identities across print, digital, and physical formats while collaborating with cross-functional teams including marketing, production, and technical stakeholders. Skilled in managing multiple projects in fast-paced, high-standards setting.

EDUCATION

Northeastern University, Boston, MA Sept 2024 - Apr 2026
Master of Science in Extended Realities

Fashion Institute of Technology, Manhattan, NY Aug 2021 - May 2022
Associate in Applied Sciences in Communication Design

National Institute of Fashion Technology, India Aug 2019 - May 2023
Bachelor's of Design in Fashion Communication Design

EXPERIENCE

Leadership Relations, Advancement Department, Northeastern University Jun 2025 - Present
Graphic Design and Program Assistant | Boston, MA

- Develop and design visual assets for institutional storytelling, translating internal data into executive-facing narratives in a creative way, for campaign based deliverables or quick short-timeline projects
- Collaborated with key-stakeholders to polish visual materials through feedback and multiple iterations
- Prepared production-ready files ensuring correct dimensions, color profiles, and formatting for web and physical outputs
- Collaborated with key-stakeholders across departments to refine materials through structured feedback cycles
- Manage parallel project timelines, asset coordination, version control, and team communication in quick-turnaround environment

Mansi Gajjar - Fashion Label Feb 2024 - Aug 2024
Social Media Management and Design | Ahmedabad, India

- Designed campaign graphics, layout compositions, and branded content maintaining consistency in typography and color usage
- Planned and executed social media content from start-to-finish involving cross-functional communication, including local supplier pace, indentifying trends, defining goals, copywriting, and managing timeline and calendars based on campaign milestones

OrangeTag Media Jun 2023 - Feb 2024
Visual Design | Ahmedabad, India

- Prepared production-ready files ensuring correct dimensions, color profiles, and formatting for web and physical outputs
- Developed scalable brand assets including logos, campaign graphics, and web visuals for multi-platform deployment
- Partnered with design, marketing, and strategy teams for asset coordination, delivery, and overall alignment of creative direction and business objectives

Aditya Birla Fashion and Retail Ltd. Jan 2023 - Apr 2023
Visual Merchandising | Bangalore, India

- Designed and prototyped retail fixture design system using 2D and 3D visualization tools, increasing spatial efficiency by 50%
- Collaborated with vendors and product development teams on materials, fabrication feasibility, and budget constraints
- Observed and contributed to end-to-end product development pipeline including supplier coordination and production logistics

LIT Entertainment Pvt. Ltd. Jun 2022 - Aug 2022
Social Media Management and Graphic Design | Ahmedabad, India

- Designed event-based environmental graphics, wayfinding systems, and branded stage visuals for live productions
- Produced print and digital collateral maintaining cohesive visual identity across touchpoints

PROJECTS

Immersive Experience about Coral Bleaching Aug 2025 - Present
XR Design | Boston, MA

- Ideate and design an interactive multi-sensory installation style experience in Unreal Engine, integrating video projections
- Apply 3D modeling, layout, user experience, narrative structure, and user flow principles to create a cohesive experiential system

SKILLS

Project and Collaboration Tools: Google Workspace, Microsoft Office suite, Airtable, Sprinklr, Asana, Slack, Trello, Monday.com
Technical Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, PremierPro, AfterEffects), Figma, Autodesk Maya, Blender, ShapesXR, Hoverlay, Gravity Sketch, Unreal Engine, Capcut, Canva, Keynote, PowerPoint, Google Analytics, Meta Business Suite
Abilities and Interests: Iterative design, Live sketching, User study and experience, Wayfinding, Layout, 3D visualisation, Extended Realities (Virtual, Mixed, and Augmented Reality)