





TANYA MATHEW - Creative Director with over 4 years experience in branding and social media marketing with *award winning campaigns*.

Driven by *human-centered* and *inclusive* design.

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 Delhi, India

ACHIEVEMENTS

— Shortlisted Nominee for **Social Samosa 40 Under 40** Class of 2019-2020.

— Awarded **Silver in e-Commerce** Category for #BleedYourWay campaign (*BuzzInContent Awards 2020*).

— **Best New Product Launch** for Menstrual Cups (*CubeX Consumer Healthcare Awards 2019 - Havas Group*)

— **Top 3** for **Best Creative Campaign** for #OwnTheRed alongside P&G and Durex. (*CubeX Consumer Healthcare Awards 2019 - Havas Group*)

— Invited as a **Speaker at 'Women Empowerment & Design'** organised at NIFT, Bangalore.

— Completed a one month course in **Indian Sign Language** by Atulyakala in Delhi.

— Two Posters **Featured** in the book '**Presenting Shakespeare: 1,100 Posters from Around the World**' by **Mirko Ilic & Steven Heller** published by *Princeton Architectural Press, NY, Oct 2015*. One of the only two Indians featured in the international compilation from 55 countries.

— Awarded **Certificate of Merit** in Advanced Level Graded Examination in Music Performance: Grade 8 Piano (*Trinity College London, 2011*)

SKILLS

Brand & Corporate Identity / Print Process & Packaging / Social Media Marketing / Brand & Sales campaigns / UI/UX Design / Print & Digital Marketing / FB & Google Ads / Amazon & E-Commerce Listings / Strategy & Corporate presentations / Product Photography / HTML5 & CSS Basics

PROFICIENCY

Photoshop / Illustrator / InDesign / XD / Figma / Dreamweaver / MS Office / GSuite

EDUCATION

NIFT / Master of Design
2015 - 2017, Mumbai

Gold Medalist (Best Academic Performance) for 9.6 GPA overall and 10 GPA on final dissertation.

St. Stephen's College / B.A. Prog.
2012 - 2015, Delhi

Majored in English and Political Science. Served as **Vice-President of The Photographic Society**.

EXPERIENCE

WEB TRX / Creative Consultant
Nov 2020 - present

Working with Government Clients and Non-Profit Organisations on a variety of digital design services such as UI/UX design, iconography, documentation, brochures and presentations.

PEE SAFE / Vice President - Creative
June 2020 - October 2020
June 2018 - May 2020 / Creative Director
Aug 2017 - May 2018 / Creative Lead

Joined during the founding year and responsible for branding, packaging, award-winning campaigns and social media marketing, spearheading communications around menstrual hygiene. Managed a completely in-house team for all brands under the Redcliffe umbrella - Pee Safe, Raho Safe, Pollution Safe, Moskito Safe and Palm Safe.

— Played a crucial role in branding and launch of all Redcliffe brands. Developed packaging and content based on product research and competitor analysis for **25+ SKUs**.

— Designed the UI and content for e-commerce website with **500K+ monthly visitors**.

— Conceptualizing, executing and managing social media strategy for Pee Safe & Raho Safe (**145K+ followers**).

— Key player behind **5x growth in Instagram** following (currently 100K).

— Built and designed customer centric social media campaigns resulting in **2x increase in direct sales** and a **3.3K follower increase** on social media **within one week**.

— Designed content and graphics for Amazon Brand Page and A+ content improving sales on the platform winning the brand **Best SMB Brand of the Year by Amazon SMBHAV** in 2020.

RENTICKLE / Graphic Designer
June 2016 - January 2017

Worked part-time while completing my Master's degree. Developing social media campaigns and executing design creatives for social media platforms.

J. WALTER THOMPSON Delhi / Intern
May - July 2016

Worked with the art department to design campaigns for the brands VLCC and TATA AIA Life Insurance.

CONNECT HUB / Graphic Designer
June - July 2015

Designed client-winning branding for Tech Mahindra, Natural Bath & Body, Himalaya, Ask Me, Quick Heal. Created brand guidelines and social media templates.