

# Niraj Roy

Graphic Designer | Brand Identity Specialist

+91 9132093214 • [nirajr436@gmail.com](mailto:nirajr436@gmail.com) • Guwahati, Assam • [linkedin.com/in/niraj-roy-8745331a9](https://www.linkedin.com/in/niraj-roy-8745331a9)

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## PROFESSIONAL SUMMARY

Experienced Graphic Designer (4+ years) specializing in packaging design, brand identity, and marketing collateral across FMCG, food & beverage, and manufacturing sectors. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) and CorelDRAW; delivered 15+ end-to-end branding projects for established brands. Expert in creating print-ready packaging designs compliant with food safety regulations, developing cohesive brand guidelines, and executing multi-channel marketing campaigns. Strong collaborator with marketing and production teams, ensuring seamless execution from concept to final production.

## EXPERIENCE

### Graphic Designer

Mar 2021 - Present

Manjushree Plastics Pvt Ltd, Guwahati, Assam

- Design comprehensive packaging solutions and marketing materials for leading plastic manufacturing company, ensuring brand consistency across 20+ product lines.
- Collaborate with product development, marketing, and production teams to create designs meeting technical specifications and manufacturing requirements.
- Manage multiple design projects from concept through production, consistently delivering on time with high client satisfaction.
- Create technical die-lines, 3D mockups, and production-ready artwork for various packaging formats including boxes, labels, and promotional materials.

### Freelance Graphic Designer

2020 - Present

Self-Employed, Pan-India

- Delivered branding and design services for 15+ clients across tea (Osana Tea, Tae Bari, Parijat Tea, Country Life Tea), bakery (Bakers Bakery, Alpine Bakery, Khasiland Bread), and dairy (Puspanjali Dairy, Lakhimi Central Dairy) industries.
- Developed complete brand identities including logo design, brand guidelines, packaging design, product labels, and digital assets optimized for e-commerce and social media platforms.
- Executed design lifecycle from client consultation through concept development, presentations, revisions, and final production delivery, ensuring compliance with food safety regulations.
- Created packaging designs for tea packets, spice containers, bakery boxes, and dairy product labels, improving shelf presence and brand recognition.
- Managed client relationships and project timelines effectively while handling concurrent projects across multiple industries.

### Graphic Designer

2021 - 2023

TAE BARI Pvt Ltd, Delhi

- Created premium packaging designs and marketing collateral for tea brand, developing cohesive visual language across product lines including specialty teas and gift packaging.
- Collaborated with marketing team to execute seasonal campaigns, promotional materials, and in-store displays that increased brand visibility.
- Designed digital assets optimized for e-commerce platforms (Amazon, Flipkart) and social media marketing, contributing to improved online engagement.
- Maintained brand consistency while adapting designs for multiple formats including labels, cartons, leaflets, and digital banners.

## Graphic Designer

2021 - 2022

*Mother Tea and Agro Food Company, Gujarat*

- Designed product packaging, labels, and marketing materials for tea and agro-food products, ensuring compliance with FSSAI labeling requirements.
- Created brand awareness campaigns and point-of-sale materials including standees, shelf talkers, and promotional posters that enhanced product visibility.
- Developed packaging solutions for various SKUs including different tea grades and spice products, optimizing for manufacturing efficiency and shelf appeal.

## Graphic Designer

2020 - 2021

*Magic Media, Guwahati, Assam*

- Developed visually appealing designs for diverse clients across retail, hospitality, FMCG, and consumer goods sectors.
- Assisted in creating brand guidelines, logo designs, and marketing strategies for new and existing clients.
- Managed client communications, revisions, and feedback while adhering to project timelines and quality standards.

## SKILLS

**Design Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Adobe Audition, CorelDRAW

**Core Competencies:** Packaging Design, Brand Identity Development, Label Design, Print Production, Typography, Color Theory, Layout Design, Die-line Creation, 3D Mockups

**Marketing & Digital:** Social Media Graphics, E-commerce Design, Digital Marketing Materials, Campaign Design, Point-of-Sale Materials

**Business Tools:** MS Office Suite (Word, Excel, PowerPoint), Tally ERP-9, Project Management

**Soft Skills:** Client Relationship Management, Team Collaboration, Time Management, Creative Problem Solving, Attention to Detail

## EDUCATION & CERTIFICATIONS

**Zee Institute of Creative Art (ZICA)** *Completed 2025*  
Advanced Diploma in Animation and VFX

**Maya Academy of Advanced Creativity (MAAC)** *Completed 2020*  
Diploma in Multimedia and Design

**Higher Secondary Education (12th)** *Completed 2018*  
Milky Way Public School, Guwahati, Assam

**Computer Education Certificate** *Completed 2014*  
PC Clinic Computer Education, Guwahati

### Languages

English (Fluent), Hindi (Fluent), Assamese (Native), Maithili (Native)

### Additional Information

Date of Birth: January 14, 2001 | Nationality: Indian