Penny Sachdeva

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Education

2020
BFA, Design
New York

School of Visual Arts

2012
Graduate Gemology
Jewelry Design
Mumbai

Gemological Institute of America

Experience

Dec 2020-Present
Digital Designer
Toronto, ON

Indigo Books & Music Inc.
· Designing emails, landing pages, motion graphics,
  social media assets and online advertising.
· Reformatting and resizing digital files
  and setting them up for execution.
· Working within brand guidelines

Jan 2019-May 2020
Senior Designer
at 2020 Yearbook
New York, NY

School of Visual Arts
· Designing the Book
· Converted from print to digital in lieu of COVID-19
· Managed Instagram and Facebook using "Later"
  and E-mails using "Mailchimp"

Summer 2019
Graphic Design Intern
New York, NY

Fast Company
· Transformed magazine articles from print to web
· Designed editorial, marketing materials, social media posts,
  and video graphics.
· Animated Cover reveals for social media

Summer 2018
Graphic Design Intern
Detroit, MI

Doner
· Assisted senior team members in research and comping
· Present ideas to creative teams
· Assisted in the production of advertising elements
  and campaigns
· Assisted in designing the pizza box for Hungry Howie's

Sept 2017- Dec 2018
Social Media Intern
at Visual Arts Press
New York, NY

School of Visual Arts
· Assisted in researching and designing
  SVA Style (school magazine)
· Scouted and interviewed students for SVA Style
· Assisted in photo shoots and video recording
· Creating and Designing Instagram & Youtube Videos

2014-Present
Art Director
India

Sachdeva Stocks Pvt. Ltd.
· Designed and produced greetings for clients
· Designed prominent projects
· Created the entire brand identity

2012-2015
Designer,
Owner
India

Jagriti Sachdeva Fine Jewelry
· Created the entire brand identity
· Edited and Took photos of the jewelry
· Manged the entire social media

Skills

**Character making/rigging/animating in Ae, Cinema 4D, Final cut pro,
Procreate, Sketch, Figma**

Fluent in English, Hindi and Punjabi