**Shaivya Gupta**

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**Portfolio:** https://shaivyagupta805.wixstudio.com/portfolio

## ACADEMIC QUALIFICATIONS

**Bachelor of Design (B.Des): Emily Carr University of Art and Design**          (in progress)**(2023-2027)**
**Major:** Industrial Design
**Senior High School:** Vasant Valley School                                                                    **(2010- 2023)**
**Subjects chosen at high school:** Physics, Chemistry, Mathematics, English, Applied Arts

| YEAR | QUALIFICATION | RESULTS |
|---|---|---|
| 2023-2024 | **CGPA**, Emily Carr University | **3.96** |
| 2022-2023 | AISSCE by CBSE Class XII National Board Exam | **96%** |

## WORK EXPERIENCE

**Intern, DG Brew  ( 1 month)**                                                                                      **July, 2024**

*Digital marketing agency*, **Link:** https://dgbrew.com/
- Designed website pages on Figma and learned principles of UX design such as user journey, personas and accessibility.
- Learned basics of Search Engine Optimization (SEO) such as keywords and backlinks using Semrush.
- Designed creatives for social media and digital ads for multiple clients across India and US.

**Intern, Epistle Communications  (3 weeks)**                                                        **June, 2022**
*Communication consultancy in the field of design and architecture,* **Link:**https://www.epistle.co/
- Designed moodboards, learned different ways to dissect a brief and researched for a design project
- Created logos, email signatures, social media posts and covers for clients  using Adobe Illustrator, Photoshop and Canva.
- Followed brand guidelines and incorporated the feedback to create the most suitable design options for clients.

**Digital content creator** *, Palette… An Artist's Odyssey,* **Ednet School of Art and Design**          **June, 2022**
- Follow up with the interested parties to explain the significance of the exhibition.
- Earned the title *"Social Media Bee and Marketing Guru"* for the exemplary performance
- Marketed the event on social media by creating regular posts and reels.
- Thoroughly studied the mission statement for the exhibition to be able to create awareness about it amongst their social circles.
- Actively involved in organizational and curatorial activities.
- Described and presented the artworks to spectators on the day of the exhibition.

**Volunteer, School Teaching Program**                                                                       **2022**
- Engaged in the weekly after school teaching program with underprivileged children; taught them academics and organized extracurricular activities.

**Self initiative, Inclusivity workshops**                                                                        **2022**
- Conducted "Return to school" workshops for teachers in school, educated and sensitized them about lgbtq+ inclusion, along with a team of 10 volunteers.
- Provided students of grades 6-12 guidance about diversity and inclusion during classroom activities in high school.

## ADDITIONAL COURSES

**Digital Skills: User Experience, offered by FutureLearn**                              **May 2024**
- Learned the 'design', 'develop' and 'release' stages of the UX process and what 'user journeys' are
- Explored prototypes, information architecture, and wireframes.

**Ednet Art School of Design**                                                          **2021-2022**
- Reviewed art techniques such as relief work, mixed media and typography
- Gained exposure to a plethora of techniques including charcoal work, 3D installations, watercolours, and software such as Photoshop and Illustrator.

**Introduction to UX design offered by Google on Coursera**                             **June 2022**
- Focused on the interactions that people have with products like websites, mobile apps, and physical objects.
- Explored areas of wireframes, prototype, mockups and testing designs for feedbacks.

**Introduction to Psychology, offered by Yale University, Coursera**                     **July 2020**
- Studied the fundamentals of psychology, cognitive behaviour, foundational psychology and social, non - social emotions

## ACHIEVEMENTS

- Tuition scholarship, Emily Carr University. For high grades                           **2024-2025**
- Entrance Scholarship, Emily Carr University. Based on portfolio                       **2023-2024**
- Certificate of Merit for achieving highest marks inPhysics and Chemistry in school    **2023**
- Certificate of Merit for achieving highest marks in Applied Art in school             **2023, 2019**
- *"Excellence award"* for overall exemplary performance in grade 10                    **2020**
- Achieved the ***3rd position*** against 15 schools  by designing a ***Mars Rover***  in an Inter-School Design Competition, Meraki, organized by the Doon school    **2021**
- Participated in an inter school exhibition and competition *"Voice of Art"* hosted by Nirmal Bhartia School. Created an installation on the theme "Forests of hope'' and exhibited the installation at the Indira Gandhi National Centre for the Arts.
- Redesigned the School Calendar                                                        **2022**
  **Link:** https://www.canva.com/design/DAE13fwRps4/muBFV_nm3ZeIoqFcorwjsg/view?utm_content=DAE13fwRps4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

## LEADERSHIP ORGANIZATION

**Editorial Board Member, Science Magazine**                                            **Dec 2021 - 2023**
- Designed an online magazine -*"Curiosity"*; topics like James Webb telescope, infrared technology, renewable energy, time travel were illustrated. **CURIOSITY – Vasant Valley School Science Magazine**
- Managed and organized the meeting with the junior members of the team
- Collected and articulated articles from other students for the magazine
- Responsible for conducting and organizing annual science related events such as the Science Fair and Synapse (Inter school science competition)

**Student head of the Visual Arts Council**                                             **April 2022-2023**
- Managed the council and assisted in organizing performing art related events in school such as inter house drama competition and interhouse western music competition
- Designed posters for display at school events; added an art column to the school newsletter
- Engaged in other prefect roles such as conducting "bubble time" (team building and bonding games and activities) for classes 6-11
- Organized a museum *"A Reminiscent Route: An Indian Story through Artifacts"* for the Independence day at school
- Organized and managed the inter school event *"Art Marathon"* at Vasant Valley School

## LANGUAGE PROFICIENCY

**Hindi:** Native, **English:** Proficient

## PERSONAL DETAILS
**Nationality:** Indian, **Date of Birth:** August 12th, 2005, **Gender:** Female