

ANUSHREE CHAKRABORTY

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DESIGNER

A passionate storyteller and a narrative builder, who is always excited to extract the intangible essence of things through a frame and beauty of words. The joyful process of evolving a concept into an experiential tangible form, which intrigues the viewer, is what encourages the inner designer.

PROJECTS

UHI (Urban Heat Island) Foster+Partners , Delhi, India

- **Role:** Conceptualising and Brand Analyser
- Conceptualised a transforming housing solution in context to Delhi's slum by utilising the existing materials and manipulating them with new easily available materials for a more effective heat-resistant mechanism.

London Design Biennale India Pavilion (Chowk and Charpai: the urban living room), London, UK

- Represented the authentic socio-cultural lifestyle of India through structural composition and using indigenous elements like Kullad (mud cups), Itra (Perfume with the aroma of mud), charpai (Indian traditional woven bed), and addressing climate change through puppetry.
- India Pavilion won the second prize in the Biennale 2023.

Mynzo, Gurgaon, India

- **Role:** Problem Solver
- Focused in creating a user centric engagement approach nudging people's behaviour to achieve a net zero future (carbon emission).
- Developed a gamified virtual representation using a prototype app of the actual forest land with clear transparency of investment and the overall process.

Sutradhar, Domaine de Boisbuchet, Lessac, France

- **Role:** Narrative and Scenography
- Capturing attention on the impact of geo-political turmoil taking place across the world on many innocent lives, through the medium of puppetry (kathputli art culture).

INTERNSHIP EXPERIENCE

Design Ekatrit

6 January - 6 March 2025

- **Role:** Visual communication designer
- Developed brand strategies for fashion and art gallery brands.
- Designed graphical posts for website and different platforms.
- Art Direction for product brand.
- Concept Development for product and fashion brands.

Cafe Edify, Noida, India

1 June - 30 June 2024

- **Role:** Photography & Design Intern
- Created cafe launch videos and photos.
- Curated videos and photos showcasing their culinary menus for their social media handles.
- Covered multiple cafe events video and photo shoots for social media platform.
- Created short videos for branding across platforms like zomato and others.

SKILLS

- Photography and Film making
- Conceptualising
- Creative writing
- Adobe suite - Photoshop, Illustrator, InDesign, Premiere Pro & Lightroom
- Figma
- Canva

EDUCATION

Sarla Chopra DAV Public School

- Senior Secondary

The Design Village

- Bachelor of Design (2026)

INTERESTS

- Traveling
- Journaling
- Analysing Movies
- Listening to Music

EXTRA-CURRICULAR

- Dance and Choreography
- Completed 6th year in Kathak (Prayag Samiti)