



ANMMOL TYAGI, 20

🏠 Jaipur, Rajasthan 🗓️ 18/11/2002

9929483564 tyagianmmol@gmail.com



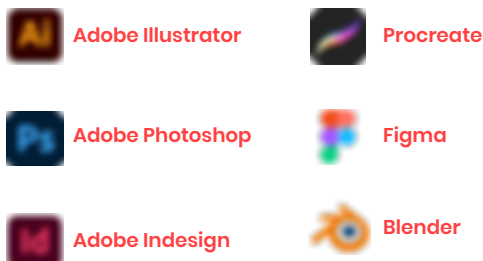
I have also always been very perceptive to people and situations. It's this quality of mine that has allowed me to achieve whatever I have, and it is this very quality that I try to inculcate in my design process in order to come up with a design that is empathetic and unique above all else.

I am an experimental designer and an avid researcher. Experimentation and research are very important parts of my process and also the reason why I end up finding something interesting in everything I do and not only liking every project I take up but also excelling at it.

SKILLS

- Art Direction
- Styling
- Graphic Design
- Illustrating
- Creative Writing
- Publication Design
- Photography
- Project Management
- UI/UX Design
- Branding & Packaging

SOFTWARES



EDUCATION

National Institute of Fashion Technology

Bachelor's in Design (B. Des) majoring in [Fashion Communication](#) with a minor in [Fashion Management](#)

Seedling Modern High School, Jaipur

- 93% in CBSE Class XII (2020) board examination (Accountancy, Business Studies, English, Economics, Mathematics)
- 91.6% in CBSE Class X (2018) board examination.

DLF Public School, Gaziabad

- 9.3 CGPA consistently, British Council



ACHIEVEMENTS

- Deputy Head Boy - Seedling Modern High School (2019-20)
- Vice Captain, Orchid House - Seedling Modern High School (2018-19)
- Technorazz Poster Making and Art Competetion - Jaipur National University (2018)
- Bronze Medal Swimming 200m relay (District Level) - Gaziabad, 2013
- International Maths Olympiad Gold Medalist - 2014-18
- International English Olympiad Gold Medalist - 2014-19



SOFT SKILLS

ADAPTABILITY

critical thinking

COMMUNICATION

DILIGENCE

Accountability

Collaboration

EXPERIENCE

2023 - Present

Styling and Management Lead for Khadi and Village Industries Commission (KVIC) Fashion Show at Riverfront, Ahmedabad (March)

- Led a team of stylists in creating visually captivating and cohesive fashion looks for fashion shows, ensuring that styling concepts aligned with clients' visions and brand aesthetics.
- Coordinated backstage management, including organizing dressing rooms, managing wardrobe inventory, and ensuring that models were prepared for each runway appearance.
- Collaborated with fashion designers, makeup artists, hairstylists, and other professionals in the fashion industry to create a seamless and visually stunning fashion show production.
- Managed sourcing, budgets, timelines, and logistics for fashion show productions, ensuring that all aspects of the event were executed flawlessly.

UI/UX Designer for a Thrifting Application (February–Present)

- Conceived and defined the business model for the app and its services. Collaborated with a team of 5 and conducted user research to understand user behaviors, preferences, and pain points and translated findings into actionable design improvements.
- Created wireframes, prototypes, and mockups to visualize design concepts and gathered feedback from stakeholders and users for iterative improvements.

Art Direction, Styling, and Photography Lead for an editorial project (February–Present)

- As an art director, I, along with the team, developed the overall creative concept and visual direction of the editorial project while incorporating storytelling in the project.
- Provided creative direction on colour schemes, composition, set design, and other visual elements to ensure that the project's creative vision is brought to life.
- Created and implemented visual styling for editorials, including prop selection, wardrobe styling, and hair/makeup coordination.
- Made efficient use of advanced photography equipment and studio lights to produce visually impactful imagery that enhances the overall editorial content.

Graphic Designer - Art of Image Making - AIM (April)

Product Photographer - Bittersweet (March)

- Played a key role in maintaining brand consistency across all product photography, contributing to the brand's strong visual identity and recognition in the market.
- Developed imaginative ideas for product photography in collaboration with the brand's marketing and creative teams, keeping in mind the brand's visual identity and marketing goals. To make sure the brand's message was properly communicated through visuals, this involved ideation sessions, storyboarding, and creative execution.

Branding & Promotion for an on-campus store exhibiting curated products from students (March–April)

- Conceived the business model, branding, and packaging for an on-campus store that showcases and sells products created by the students.
- Collaborated with a team of 3 for the development of a unique and cohesive brand identity for the on-campus store, including visual assets such as the logo, patterns, banners, posters, and packaging.

2022

Lead for Craft Research and Documentation - Ministry of Textiles (July–September)

- For this on-site project in Kutch, Gujarat, I provided leadership and guidance to a craft research and documentation team of 6, overseeing their work, setting clear expectations, and managing their performance. I ensured that team members were aligned with the research goals and objectives and motivated them to achieve high-quality results.
- I utilised a variety of research methods, such as literature reviews, fieldwork, interviews, and data analysis, to gather and analyze information. I managed the overall progress and timeline of the craft research and documentation project, ensuring that milestones and deadlines were met.

- The team created visually appealing and informative creative collaterals, including the research document, a coffee table book (to visually represent research findings and make complex information more accessible and engaging), postcards, a series of posters, a mascot, a documentary, a brochure & product catalogue to promote the local business.

• **Art Direction, Styling, and Photography for an editorial project (October–December)**

- Collaborated with a team of 5 to take a project brief and translate it into a creative vision, developing concepts that communicate the intended message and evoke the desired emotional response.
- Created visually engaging looks that enhanced the storytelling and conveyed the emotions, messages, and themes of the editorial project. Curated and coordinated clothing, accessories, props, and other elements to create cohesive and visually appealing looks.

• **Exhibition Design and Physical Model Prototype (November – December)**

- Collaborated with a team of two fellow designers to conduct research, brainstorm ideas, and develop visual concepts that aligned with the overall vision and goals of the exhibition.
- Used our spatial reasoning and design and effectively planned the layout of the exhibition spaces, considering visitor flow, accessibility,
- Incorporated a range of materials to create visually appealing and functional exhibition elements taking into consideration design concept, budget, and durability requirements of the exhibition project.

• **Photo Book with original photographs – A Personal Passion Project (November)**

- Curated a Photo Book with some of my original photographs. Selected, sequenced, and edited photographs to create a cohesive narrative and convey a clear story, evoke emotions, and engage the audience.
- Wrote original content, including photo essays and short poems, to enhance the overall storytelling of the photo book that resonates with the audience.
- Considered factors such as layout, typography, and colour palette in the layout of the publication.

• **Graphic Design – Convocation Banners (November)**

• **Videography & Photography – Centre of Excellence for Khadi Fashion Show at NIFT (September)**

• **Publication Design Project (April – May)**

- Collaborated with a team of five to create a Coffee Table Book along with other collaterals like an interactive poster and a packaging inspired brochure.
- Illustrated the Coffee Table Book and created other original visual assets and content for the project. Collaborated with stakeholders, such as event organisers, marketing teams, and other relevant parties, to understand their requirements and incorporate their feedback into the banner designs.

• **Design Research (April – May)**

- An on-field project where I conducted in-depth research on traditional crafts, including their history, techniques, materials, cultural significance, and socio-economic impact. This involved immersing myself in the craft cluster community, interacting with artisans, understanding their processes, and studying the broader context in which the crafts were practiced. I also researched market trends, consumer preferences, and global demand for traditional crafts to identify potential opportunities for innovation and growth.
- Created design deliverables that captured the essence of traditional crafts and communicated the research findings in a visually compelling manner.

2021

• **Graphic Designer at Upbring (June–August)**

- Designed a wide range of design materials, including but not limited to digital and print collateral, like compelling and interactive pitch decks, website banners, posters, flyers, brochures, and other marketing materials for the educational startup [UpBring](#).
- I ensured that all design materials were aligned with the brand's visual identity and followed established brand guidelines.

• **Freelance Logo Design (March–May)**

- Logo design for various establishments including a virtual tour studio startup MakeoVR360 and Kumkum Photos, a photography studio.

• **Video Advertisement – Khandaka Hospital (April)**

- Utilised my storytelling skills and creative writing abilities to craft a compelling and engaging script for a video ad. This involved understanding the brand's messaging, target audience, and marketing objectives. Worked closely with the marketing team and the lead cinematographer to

understand their goals and objectives for the video ad.

- I provided creative direction and input to the video production team, including suggestions for visual elements, voice-over, and other creative aspects of the video ad.

2020 & before

• **Freelance Writing**

- Produced original, creative content for promotional materials for various different freelance writing platforms.
- Freelance work-writing papers, articles, blogs, reports, and more.
- Led the writing team in the delivery of Compering project.

• **Multiple articles and stories published in the School Magazine.**

- Collaborated with Chief Magazine Editor in the development of School Project content, maintaining consistency with branding and messages.

• **Event Management**

- Collaborated in a team of 6 to plan and execute school events, including but not limited to annual functions, sports day, cultural events, and other special events. This involved creating event concepts, developing event timelines, coordinating with various stakeholders, and ensuring the smooth execution of all event activities.
- Managed event budgets, allocated resources effectively, and ensured that all event-related expenses were within budget. Collaborated with event design and production teams to create event themes, layouts, and decorations that aligned with the event objectives and school's branding.