

KANUPRIYA GOEL

DESIGNER

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Singapore

ABOUT ME

I am a creative graphic designer with strong foundations from Lasalle College. My education at Lasalle enhanced both my technical abilities and transferable skills in project management and client communication. I'm passionate about design that makes an impact, demonstrated through teaching design to underprivileged children and mentoring peers.

WORK EXPERIENCE

MAY 2025- JULY 2025

Jindal Lifestyle Limited, Gurugram

Internship

- Created marketing collaterals and advertising materials using Adobe Creative Suite, supporting brand campaigns and product launches
- Contributed to customer service initiatives, directly engaging with clients and supporting sales revenue growth through effective communication
- Developed graphic design assets for multiple touchpoints, including web, print, and digital marketing channels

JULY 2023- DEC 2023

Duke of Edinburgh

Graphic Design Instructor

- Volunteered to teach graphic design to underprivileged students, empowering them with creative skills.
- Conducted classes on Adobe Photoshop and Animate, introducing the fundamentals of graphic design.
- Assisted in curriculum development and provided one-on-one support to students, helping them build confidence in their design abilities.

EDUCATION

2023-2026

LASALLE COLLEGE OF ARTS

- BA hons in Design Communication

2019-2023

KINGS COLLEGE INDIA

- A Levels
- GCSE's

SKILLS

- Brand Identity & Logo Design
- Editorial & Publication Design
- Digital Media & Web Design
- Motion Graphics & Animation
- Interactive Design & Prototyping
- Creative Coding & Physical Computing

LANGUAGES

- English
- Hindi

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects

■ **APR 2022- APR 2023**

Epac Flexible Packaging, New Delhi

Graphic Designer

- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Monitored brand consistency across marketing channels and materials.

- Adobe Premiere Pro
- Figma
- Blender
- HTML
- JavaScript
- p5.js
- Arduino
- TouchDesigner
- VS Code

A C H I E V E M E N T S

■ Jan 2026

TRAE Hackathon

First Position

- Won 1st place (SGD \$500) at a competitive AI hackathon co-hosted by ByteDance (TRAE) and CSAIA
- Built and presented an AI-powered software solution using TRAE (The Real AI Engineer), an autonomous end-to-end AI development system
- Collaborated in a fast-paced, full-day coding challenge with mentorship from TRAE engineers

■ Jul 2023- Dec 2023

Duke of Edinburgh

Bronze Medal

- Skills Development: Keyboard (music)
- Physical Recreation: Running
- Team Expedition: Completed a 5-day trekking expedition, demonstrating teamwork, resilience, and self-management
- Community service: Taught painting and art skills to orphaned children, supporting creativity and self-expression

■ Jun 2019

Odyssey of the Mind

National-Level Winner (1st Place)

- Collaborated in a team to solve open-ended engineering and creative challenges under time and resource constraints
- Developed skills in problem-solving, innovation, teamwork, and critical thinking
- Selected to represent at the World Finals in the USA, but participation was cancelled due to COVID-19 lockdown restrictions

C E R T I F I C A T I O N S

- MAAC Graphic Design
- Udemy Graphic Design Intermediate
- Singapore Design Week Volunteer
- Participated in the Tie Dye workshop for teaching young kids