

SHRADDHA GUPTA

PRODUCT & CONTENT DESIGNER

EXPERIENCE

Assistant Professor - Design | NIFT

AUGUST 2017 - 2019, DELHI & BANGALORE, INDIA

- A design faculty in the Fashion Design department of the National Institute of Fashion Technology (NIFT), New Delhi & Bangalore.
- Teaching expertise include subjects like fashion basics, luxury and couture business, design process, photography, fashion illustration, trend analysis and forecasting, fashion journalism, portfolio, and entrepreneurship.

Harvard Correspondent | HARVARD UNIVERSITY

JAN 2016 - JUNE 2016, BOSTON, US

- Creating photo stories and feature articles for the Harvard Gazette.

Assistant Editor - Fashion & Business | APPAREL ONLINE

SEPTEMBER 2010 - 2014, DELHI, INDIA + BANGLADESH

- Accountable for creating edit plans, writing and editing feature articles, interviews, news, snips and event coverage.
- Headed the magazine production schedules; providing feedback on layouts and graphic design.
- Designed and led the execution of trend forecasting reports working closely with exporters, apparel manufacturers based all over India, and PR teams of international retail brands.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

APRIL 2020 - JUNE 2020, TORONTO, ON

Boston University | Master of Science, Journalism

SEPTEMBER 2015 - JAN 2017, BOSTON, US

London College of Fashion | PGDM, Fashion Media & Lifestyle

SEPTEMBER 2009 - AUGUST 2010, LONDON, UK

National Institute of Fashion Technology | Bachelors in Design, Major - Fashion

JULY 2005 - 2009, DELHI, INDIA

PROJECTS

STREETTROTTER | Founder & Editor

A Travel, Culture and Design Blogazine

JAN 2012 - 2020 - <https://streettrotter.com>

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647-331-9587

[linkedin.com/in/shraddha-gupta-streettrotter/](https://www.linkedin.com/in/shraddha-gupta-streettrotter/)

Portfolio:

<https://shraddhagupta.com>

Blog:

<https://streettrotter.com>

SKILLS

Sketch, InVision, Figma, Principle, Framer, Adobe Suite, Hootsuite, Google Analytics, Wordpress, CorelDRAW

PROFILE

Empathy has always been a guiding principle in everything I do. Having lived, studied and worked in five different countries gave me an opportunity to understand global culture, lifestyle trends and human centered design.

My Masters in Journalism taught me all the necessary tools for strong research to create content that actually matters. Also, with my background in fashion business and design teaching I have developed the crucial skill of design thinking to create products with a strong consumer focus.