

# Tanish Poddar

LinkedIn: Tanish Poddar | GitHub: Tanish Poddar  
tanishpoddar.18@gmail.com | +91 8595540122 | Kattankulathur, Tamil Nadu, 603203

## Summary

---

Creative and detail-oriented Graphic Designer with 4+ years of experience delivering innovative designs across print and digital media. Expertise in Canva, AI tools, branding, and SEO with a proven record of increasing brand visibility by up to 20%. Adept at leading cross-functional teams and executing projects on time and within budget.

## Experience

---

### Graphic Designer

Department of Computing Technologies, SRMIST-KTR

October 2023 – Present

Kattankulathur, Tamil Nadu

- Established the quarterly newsletter *Smart Sprinklers*, increasing readership by 25% through improved layouts and visuals.
- Created 1 comprehensive brochure for NAAC accreditation, reducing documentation time by 30% and achieving A+ grade in visual presentation.
- Redesigned the departmental magazine *Nebula*, increasing readership by 45% and achieving 90% positive feedback from 200+ faculty and students.

### Social Media Intern

Mentorsity

February 2024 – April 2024

Remote

- Designed ad campaigns that reached over 5,000 users, enhancing brand awareness by 15%.
- Initiated SEO strategies for the company website, achieving a 40% increase in organic traffic.
- Developed a unique logo for Master Skills Lab, increasing brand recognition by 35% and receiving 95% positive feedback from stakeholders.

### Social Media Manager

Thread's Miracles

September 2020 – Present

Delhi (Remote)

- Managed digital campaigns, increasing online sales by 30% through targeted advertisements.
- Generated creative festival posters, resulting in a 10% growth in seasonal sales.
- Led Facebook ad campaigns that achieved a 5% engagement rate improvement.

### Member of Creatives

Directorate of Alumni Affairs, SRMIST

February 2024 – Present

Kattankulathur, Tamil Nadu

- Designed impactful posters for alumni events, contributing to a 20% rise in participation.

## Education

---

### B.Tech in Computer Science Engineering

SRM Institute of Science & Technology

August 2023 – Present

Kattankulathur, Tamil Nadu

- Relevant coursework: Software Engineering, Data Structures, Web Development.

### High School Diploma

Mother's Global School

April 2011 – May 2023

Preet Vihar, Delhi

- Specialized in PCM+CS stream; scored 95% in CBSE board exams.

## Skills

---

- Graphic Design: Canva, Adobe Photoshop, AI Tools, Branding, Social Media Strategy.
- Web Optimization: SEO, Content Marketing.
- Soft Skills: Leadership, Collaboration, Communication, Attention to Detail.

## Languages

---

- English: Fluent, Hindi: Native

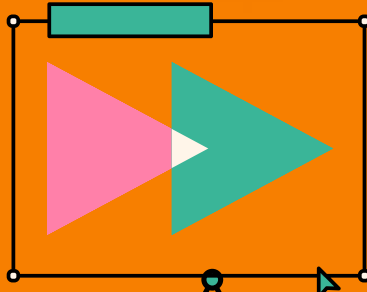


GRAPHIC DESIGNER

# PORTFOLIO



*Tanish Poddar*



# 1) MENTORSITY

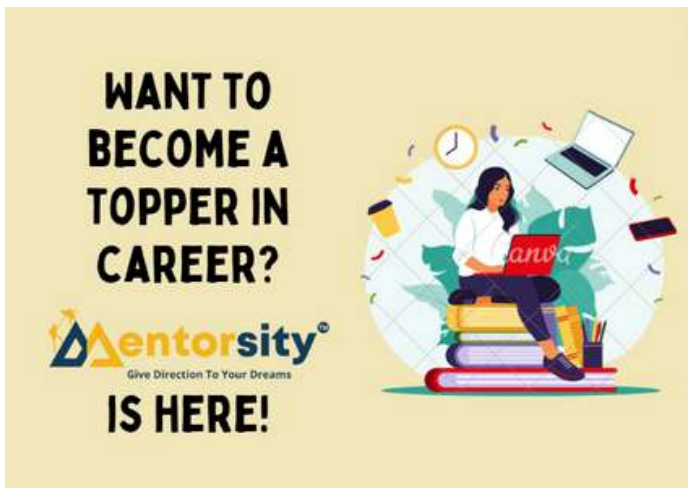
**Social Media Intern**  
02/24 - 04/24



**COMPANY BROCHURE**



**INSTAGRAM POSTS**



**ADVERTISEMENT /HOARDINGS**



**PAMPHLETS**



**C  
O  
M  
P  
A  
N  
Y**  
**L  
O  
G  
O**

# 2) C.TECH DEPT

Graphic Designer  
10/23 - PRESENT

SRM G20 SCHOOL OF COMPUTING CTECH INSTITUTIONS INNOVATION COUNCIL

## SCHOOL OF COMPUTING

DEPARTMENT OF COMPUTING TECHNOLOGIES

**MISSION**

- TO IMPART KNOWLEDGE IN CUTTING EDGE TECHNOLOGIES ON PAR WITH INDUSTRIAL STANDARDS.
- TO COLLABORATE WITH RENOWNED ACADEMIC INSTITUTIONS IN RESEARCH AND DEVELOPMENT.
- TO INSTILL SOCIETAL AND ETHICAL RESPONSIBILITIES IN ALL PROFESSIONAL ACTIVITIES.

**VISION**

TO BECOME A WORLD CLASS DEPARTMENT IN IMPARTING HIGH- QUALITY KNOWLEDGE AND IN PROVIDING STUDENTS A UNIQUE LEARNING AND RESEARCH EXPERIENCE IN COMPUTER SCIENCE AND ENGINEERING.

**PROGRAM SPECIFIC OUTCOMES**

PSO 1: Ability to understand client requirements and suggest solutions  
PSO 2: Ability to create software for automation and function  
PSO 3: Ability to utilize Logic & Reasoning skills

**ABOUT THE DEPARTMENT**

The Department of Computer Science and Engineering was established in 1985. Eminent Professors headed the Department. Computing Technologies (CTECH) dept. was formed in 2021 to foster the future of the computing world. The CTECH Department endeavors to be an important Regional, and international resource center for the development of Computing through Sustainable Development Goals. The department is excelling by keeping pace with recent trends and evidence of exponential and exhilarating growth. CTECH boasts a vibrant student fraternity including undergraduates, postgraduate students, research scholars, and a stellar faculty of professors.

UNI - NAAC VISIT

SRM G20 SCHOOL OF COMPUTING CTECH INSTITUTIONS INNOVATION COUNCIL

# SMART SPRINKLERS

Quarterly Edition | Vol 3 | Issue 1 | October 2023

The Official Newsletter of Computing Technologies

SRM G20 NIRF INNOVATION COUNCIL

DEPT. NEWSLETTER (OCT)

# NEBULA

a place where stars are born

SRM CTECH SCHOOL OF COMPUTING

AN EXCLUSIVE NI MAGAZINE

NI SECTION MAGAZINE

SRM G20 SCHOOL OF COMPUTING CTECH INSTITUTIONS INNOVATION COUNCIL

The Official Newsletter of Computing Technologies

# SMART SPRINKLERS

Quarterly Edition | Vol 2 | Issue 4

DEPT. NEWSLETTER (JAN)

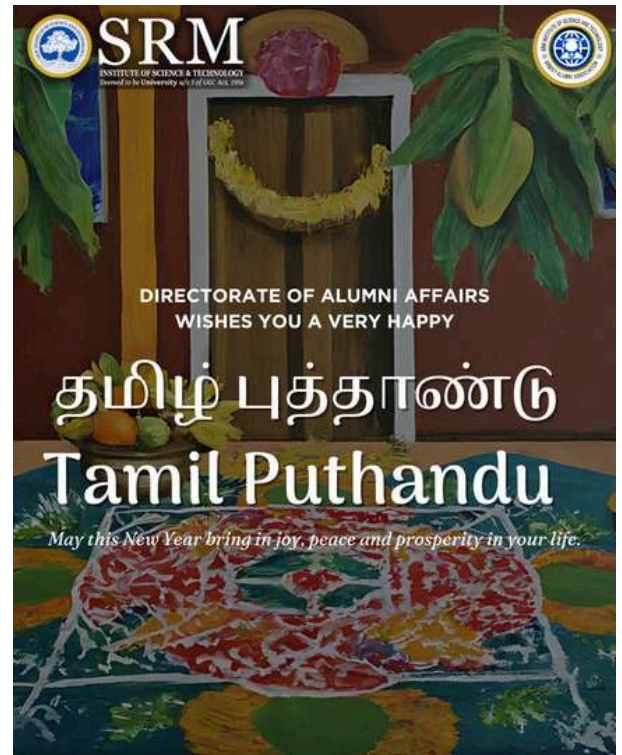
# 3) DAA @SRM

**Creatives**

02/24 - PRESENT



**TIRUNELVELI  
MEETUP POSTER**



**TAMIL PUTHANDU  
WISHES POSTER**



**PARIS MEETUP POSTER**

# 4) THREAD'S MIRACLE

VISIT THE FACEBOOK PAGE TO SEE MORE!



@STORE MIRACLES

## FACEBOOK PAGE COVER

## Graphic Designer & Social Media Manager

09/20 - PRESENT

LET'S SPREAD LOVE & COLORS



WE WISH YOU AND YOUR LOVED ONES A JOYOUS AND COLOURFUL HOLI CELEBRATION. MAY THIS FESTIVAL BRING YOU HAPPINESS, PEACE & PROSPERITY.

THREAD'S  
MIRACLE

## FESTIVAL POST DESIGN

## Happy Customer!

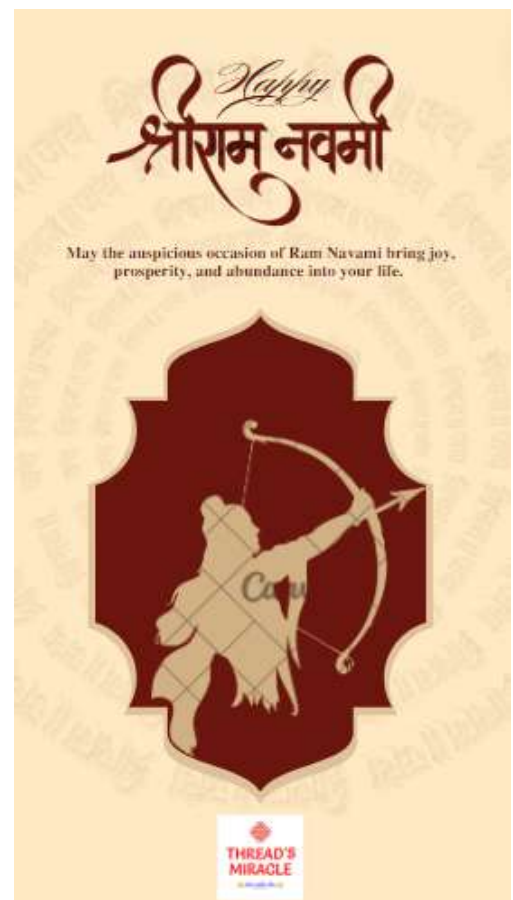


Dr. Aarti Suman Chaudhary



THREAD'S  
MIRACLE

## CUSTOMER FEEDBACK POST @SOCIAL MEDIA



## FESTIVAL STORY DESIGN