RADHIKA TAMBAKUWALA

GRAPHIC DESIGNER & VISUAL CREATIVE

CONTACT

EMAIL
tam77radhika@gmail.com

AVAILABILITY
Open to new roles · can join immediately

PHONE
+91 70031 89418

PORTFOLIO
radhikatambakuwala.com

LINKEDIN
linkedin.com/in/radhika-tambakuwala-2104511a0

LOCATION
Katihar, Bihar, India

TOOLS

Illustrator | Photoshop | Premiere Pro | Canva

AI POWER-UPS

ChatGPT | Google Flow | Claude | Freepik | & more

EDUCATION

B.Com (Hons)
Calcutta University · 1st Division

Graphic Designing
Arena Animation, Elgin

LESS DECORATION.
MORE INTENTION.
DESIGN WITH PURPOSE.

PROFILE

Graphic designer with **6+ years of experience** working with established brands and startups across branding, social media advertising, website design and visual communication, with experience in video editing and creative direction. I combine strategic thinking, experimentation and attention to detail, and use AI tools to expand creative possibilities while keeping human creativity and design thinking at the heart of the work.

EXPERIENCE

LEAD GRAPHIC DESIGNER
2024 — Oct 2026

Marketing Lab, Kolkata · Full-time · 2 years

- Led creative for 80+ D2C brands across beauty, skincare, fashion, footwear, wellness and food, including Xtep, Be Clinical, ONYC, Bullrage and Wild Glow.
- Conceptualised and designed Meta performance creatives, social media posts, PDPs, website banners, emailers and WhatsApp campaigns.
- Edited reels, GIFs and video ads, and brought AI tools into the creative workflow.

GRAPHIC DESIGNER
Mar 2021 — Jul 2024

Social Neeti, Kolkata · Full-time · 3+ years

- Designed social media creatives, festive campaigns and ad creatives for brands across categories over 3+ years.
- Created logos and visual identities for growing brands, from concept to final brand assets.
- Handled end-to-end delivery: brief, concept, design and final files for social and digital channels.

GRAPHIC DESIGNER
Jan 2020 — Mar 2021

Procineography Pvt Ltd, Kolkata · Full-time · 1+ year

- Designed creatives for digital and print projects.
- Built a strong base in Illustrator and Photoshop, layout and typography.

CORE SKILLS

- Branding & Identity
- Performance Creatives
- Website Design
- Campaign Ideation
- Video Editing & Motion
- Creative Direction
- Social Media Advertising
- E-commerce & PDP Design
- Packaging & Product Visuals
- Retention Design
- Visual Communication
- AI-Powered Workflows