

YAMINI CHANDRA

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SUMMARY

Experienced graphic designer specializing in print, digital design, integrated advertising campaigns and UI. Led design components of several Brand Launches, Products, and Digital Interfaces.

- **Nation-wide Brand launch:** Miele; XOLO (mobile phone)
- **UI design:** Australia Stock Exchange (listings webpage); XOLO (website and social media campaign); Lifestyle Stores (interactive Video Wall & Digital Kiosk); Ready Commerce (website designed as a ready solution); State Bank of India (website); Abbott (iPad app), etc.
- **Product Promotion:** “Daughter’s Day” a social impact initiative to celebrate girl child (Archies India)
- **Packaging design:** Cream Bell Ice-creams; Neva Mod (fashion lingerie)
- **Corporate Communications:** Fidelity; MetLife; Sapient and HCL (custom themes, brochures, branding, website templates, flash storyboards, collaterals for clients’ business pitches)
- **Logo & Collateral Designs:** Avantha Group, HCL’s client collaborations, Sapient’s nationwide internal team building and wellness activities, etc.
- **Event Marketing:** Concerts for major bands like - Indian Ocean, Them clones and more.
- **Book Publishing:** Published 2 Children’s books, 2 colouring books and 1 poetry book.

EXPERIENCE

2015 – Present

- **Freelance Web and Graphic Designer, Yamzi Design Studio Ltd., London, UK**
 - o King’s College Hospital, London
 - **2015, 2016, 2017 and 2019** - Designed collaterals for their International Annual Diabetic Foot meet.
 - **2015 to 2022** - Designed and executed informational and promotional materials for courses organized by the King’s Orthopaedic Research & Education Team.
 - o **2022** - Paragon 28 Cad Lab Program
 - o **2021** - OBIC-1 (Osmycin in Bone Infection Control & Defect Healing)
 - o **2020** - HARnT (Hindfoot Ankle Reconstruction Nail Trial- Impact study in 2020), FATS (Foot and Ankle Trauma Symposium) and Current Controversies in Foot & Ankle Trauma by Orthosolutions at Cambridge.
 - o **2018 to 2020** - Multiple Plastering Courses
 - o **2018 and 2019** - Intra-Medullary Nailing Symposium
 - o Created Logo, Stationery and Website design for multiple clients.
 - o Designed fonts and motion graphics.
 - o **2021** - Exhibited digital and handmade art in the Parallax Art Fair.
 - o **2024** - Launched my own business and website, [Yamzi Design Studio](https://yamzidesignstudio.com)
 - o **2025** - Self-published 2 Children’s books, 2 colouring books and 1 poetry book on Amazon. One is with a publisher. Merchandise available on website. Some of my poems have been published in various print and online publications.
- **November 2015 - December 2021 : Intensive Care Giving experience:**
Strategic Career Pause: Intensive personal and professional development
 - o Advanced Medical Coordination:
 - Coordinated complex medical schedules and multiple healthcare professional interactions
 - Maintained detailed medical records
 - Managed patient health and safety
 - Management of medical emergencies under stress
 - Complex family support management
 - o Emotional resilience training:
 - Emotional Intelligence and resilience under extreme stress

- Adaptability, empathy and decision making under pressure
- **December 2017 – September 2022 : Managed £10 Million Property Portfolio.**
 - Managed 7 rental properties and 1 family home, liaising with tenants, agents, contractors and insurance providers, gathering quotes and supervising all maintenance and construction work. Managed property listings on rightmove.
 - Maintained files and accounts for each.
- **June 2018 – May 2020 : Accounts and Billing for The London Foot and Ankle Surgeon, Mr. Raju Singh Ahluwalia at Lister Hospital**
 - Update private practice Patient records on Excel
 - Billing, record keeping and filing

August 2011 – July 2015

Art Director (Sr. Associate), SapientPublicis, Business Consulting & Services, New Delhi, India

- Led conceptualization and design of the company's Content Management System for CXM Solutions and UXU (User Experience Unlocked) training geared towards staff capability building and business impact.
- Designed training program for Sapient's Quality Assurance team to equip them with enhanced quality check tools, e.g., cognizance of potential customer disabilities, etc.
- UI design: Australia Stock Exchange (Listings webpage); XOLO (website and social media campaign); Lifestyle Stores (interactive Video Wall & Digital Kiosk); Ready Commerce (website designed as a ready solution); State Bank of India (website); Abbott (iPad app), etc.
- Brand relaunch in India: Conceptualized, designed and drove XOLO's (mobile phone) online branding campaign "The Next Level".
- Created integrated marketing campaign for Abbott.
- Led design of the brand "Sapient Alive" and organizing member of the internal companywide initiative for corporate social responsibility, staff events, festivals, wellness programs, etc.
- Internal communication design like mailers, brochures, PPT decks, etc. for teams like Capabilities, Hiring, Staffing, Sales Support, India Studio R&R, Learning and Development, Sapient Sports Centre, etc.

November 2013 – April 2015

Founder and Crafter, Butterscotch Butterflies, New Delhi, India

Founded my first business, Butterscotch Butterflies, a handcrafted jewellery brand, while working at Sapient. The brand flourished through word-of-mouth, selling hundreds of pieces and making a sale of nearly INR 6 lakhs over 18 months. I decided to close the business before relocating to London. During this time, I was also featured in Sapient's Creative Spotlight video series, which highlights talent within the organization.

Through this experience, I acquired a wide range of skills, including entrepreneurship, product development, and sales & marketing. I learned how to create and manage a brand, design products and grow a customer base, while also overseeing finances and reinvesting into the business to drive expansion and profitability. I developed a deep understanding of time management, juggling the demands of running a business alongside my full-time role at Sapient. The process also strengthened my creative and technical abilities in jewellery design, as well as my networking skills, as I relied heavily on word-of-mouth promotion. Furthermore, being featured in Sapient's Creative Spotlight honed my ability to present myself and my brand, showcasing my creativity and vision to a larger audience.

January 2010 – July 2011

Sr. Graphic Designer (Corporate Marketing), HCL Technologies Ltd., IT, Noida, India

- Conceptualised and executed Corporate Communication materials including themes, brochures, invites, mailers, website templates, flash storyboards, collaterals for client visits and pitches.
- Conceptualized and designed the Engineering Out of the Box Campaign which was one of the 2010 'Big Pebbles' for the marketing team.
- Led brand development for client collaborations like HCL Retail, HCL SWA, S2SG, HCL Veeco, Public Services, etc.
- Conceptualized, designed and illustrated Themes (campaign) and other collaterals for Citi Group, Lloyd Banking Group, Aegon, Loblaw, ISBU, Accord Loma, TIBCO, Oracle, Boeing, to name a few.

September 2009 – January 2010

Creative Consultant, Tree Design Pvt. Ltd., Advertising Agency, New Delhi, India

- Led conceptualization, design and illustration of collaterals for Miele's brand launch in India. The work included publicizing their Experience Centre, Brand Launch and Polo match organized by Miele; Launch Ads, etc. The whole campaign was prepared from start to launch in 3 months' time.
- Created ads and posters for the country's first and one of the largest Multiplex Cinema chain in India (PVR)
- Created ads, hoardings, posters and diary for Spire Edge and Little Devils (beer).
- Created client pitch for "Map My India", India's leading company for digital map data and telematics.

July 2007 – August 2009

Art Director, The Hive Communications India Pvt. Ltd., Advertising Agency, Delhi, India

- Created package design and supervision of photo shoots of Cream Bell's ice-creams.
- Designed the branding of Archies Ltd.'s "Daughter's Day" a social impact initiative to celebrate girl child.
- Designed print advertising campaigns for Dawar's Open World, Dhampur, etc.
- Oversaw photo shoot for Vasundhara Raje's (a national political party leader) campaign for her 2008 assembly elections and Cantabil (clothing brand).
- Led branding for Cosmic Rhythm, Prestige Wines & Spirits Pvt. Ltd. and Avantha Group.
- Worked on Fidelity and Metlife internal corporate communication branding; designed Yearbook for Pathways World School, Annual report for Parrys, etc.

August 2006 – June 2007

Graphic Designer, Prospect Advisory & Management, Business & Management Consultancy, Delhi, India

- Designed and created concert collaterals, press kits, tickets, standees, posters, etc. for Prospect's concerts presenting bands like Indian Ocean, Them Clones, etc. as well as Yamaha's Roxx concerts.
- Created print ads and copywriting, catalogues and brochures for Living Spaces, Mahindra, Quattro, AuxiCogent; Gems (International) Schools and Tusker Glass Laminates.

February 2006 – May 2006

Art Trainee, Mudra Group, Marketing and Advertising, Delhi, India

- Designed package, collaterals and print ads for Neva Mod and Safal, Eldeco and MMTC.

EDUCATION

- **2004-2006:** MA in Advertising and Marketing Management, Certified by UK NARIC as equivalent to a Master's Degree in UK
- **2000-2004:** BA in Fine Arts with Major in Applied Arts. Certified by UK NARIC as equivalent to a Bachelor's Degree (Honors) in UK

TOOLS

- **Softwares:** Adobe Creative Suite, Glyphs, Microsoft Office, Canva, Squarespace, AI.

CERTIFICATION

- **April – November 2025:** Social Media Mastery Certification Course from Mindvalley.
- **2015 :** Certified Usability Analyst from Human Factors International, Mumbai, India

COMMUNITY WORK

- **March 2021 – September 2022: Chairperson of the River Grounds (St. Margaret's Trust Grounds)**
 - o Maintenance of the ground, calling out community issues, leading event organization and community meetings, review of the annual budget and expenses, etc.
 - o Designed Grounds Rules signages and Event invites from 2018 to 2022.