

Debangana Bose

Graphic Designer

Highly skilled visual designer specializing in the creation of impactful creatives, presentations, and marketing collateral across social & digital media. Demonstrates a strong foundation in visual design, layout, typography, UX design, and branding, ensuring creative excellence and brand consistency.

Contact No:

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Portfolio Link

<https://debanabose21.wixsite.com/design-portfolio-1>

Education

B.Sc Animation & Multimedia

Birla Institute of Technology
Mesra, Off- Campus Noida

ISC (Class XII)

Narbheram Hansraj English School,
Jamshedpur, Jharkhand

ICSE (Class X)

Narbheram Hansraj English School,
Jamshedpur, Jharkhand

Diploma in Fine Arts

Tagore School of Arts, Jamshedpur

Skills

- Adobe Illustrator
- Adobe Photoshop
- Canva
- Midjourney (AI)
- Figma
- Microsoft Presentation
- Infographic Design
- Procreate

Experience

HarperCollins India (Graphic Designer)

July 2025 - Present

- Initiated a cohesive design language for HarperCollins India's social media, ensuring visual consistency and brand recall.
- Developed design-led content for both lead and non-lead titles across Instagram (two pages including the fiction page and the main handle), Facebook, and LinkedIn.
- Led campaign design ideation — from concept to execution — for book launches, thematic promotions, and brand-led moments.
- Revamped website banner aesthetics to align with updated brand tone and visual storytelling.
- Created award communication assets from a design perspective, integrating celebratory and brand-forward visual elements.
- Executed a range of content formats including video edits, Instagram Reels, static creatives, and carousel posts to enhance engagement and storytelling across social media platforms.
- Ideated, curated, and communicated the design language across the social marketing vertical.
- Ideated AI Generated videos, other videos for the led titles across Instagram.

Apollo 24|7

• Sr. Executive Graphic Designer

May 2023 - June 2025

- Majorly worked on social media campaigns, sharing static designs and ideation with motion designers for cohesive storytelling.
- Designed diverse print and digital assets, including social media creatives, web graphics, brochures, posters, and emailers.
- Majorly worked on social media campaigns, sharing static designs and ideation with motion designers for cohesive storytelling.
- Created YouTube thumbnails, banners, info mailers, newsletters, and landing pages aligned with brand and campaign goals.
- Applied strong design fundamentals—typography, layout, and color—to produce impactful, on-brand visuals.
- Translated ideas from concept to execution, ensuring clarity and engagement.
- Maintained brand consistency and refined designs based on feedback.
- Stayed updated with design trends and managed multiple projects under tight deadlines.
- Collaborated with UI/UX, motion, and marketing teams to deliver unified creative outputs.

Experience

- Worked on UI-integrated designs for app interfaces, including icons, CLP pages, and festive cover pages to enhance user experience.
- Have worked on the creatives for the multi-channel marketing campaigns across CRM, In-app, RCS, Google Ads, FB, Pmax RevX, WhatsApp, and RTN, driving engagement and conversions.

• Graphic Designer

May 2022 - Apr 2023

- Supported communication and visual identity initiatives across a variety of projects.
- Developed and executed digital campaigns, including Google Ads (Pmax, UAC, Revx) and Facebook advertisements.
- Designed CRM assets such as mailers, RTN (Real-Time Notifications), RCS messages, In-App creatives, and WhatsApp campaigns.
- Created engaging social media creatives to enhance brand visibility and audience engagement.

• Marketing Design Intern (Apprenticeship)

Jan 2022 - Apr 2022

- Designed creatives for Facebook, UAC, Pmax, Affiliate, and Revx.
- Applied design principles to enhance engagement and brand impact.
- Translated briefs into compelling visual concepts.
- Supported communication and identity projects.

Home Glazer (Internship)

Jun 2021 - Nov 2021

- Created preliminary art and copy layouts, focusing on composition, typography, and overall aesthetics.
- Finalized designs by refining and assembling completed copy and visuals.

Mansha Solutions (Internship)

Feb 2021 - May 2021

- Illustrating concepts through rough layout designs, finalizing by marking and pasting up finished copy and art.
- Utilizing typography, alignment, and color theory to enhance design aesthetics.