

ROOMA SRIVASTAVA

Branding & Growth Strategist | Helping Entrepreneurs & Businesses 10X Their
Growth with 360° Branding & Design Solutions | 20+ Yrs of Proven Impact ||
Founder, Vrittanta | PrintsPourToi

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📍 Bangalore, India

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SUMMARY

With 20+ years of experience, I specialize in crafting impactful brand identities and design solutions across print, mobile, and web platforms. My work on logos, brochures, websites, and corporate collateral has helped clients boost market presence and achieve revenue growth of 25% to 50%. I blend creative expertise with strategic insights to deliver designs that align with business goals and drive measurable results. **Founder of two ventures—PrintsPourToi,(Print-on-Demand) and Vrittanta, (360-degree branding services)**

"Over the past two years, Rooma has been essential in creating the logo and advertisements for our Arts Showcase, capturing our school's mission and commitment to the arts. Her timeless designs will be used for years. Rooma is personable, collaborative, and consistently delivers quality work on time. Highly recommended." **Deborah S Candler, Principal, Wasatch Elementary School, Utah, USA"**

SKILLS

Graphic Design: Visual branding, logo design, print & digital design, web & mobile design, packaging, advertising materials, annual reports, infographics, social media graphics, e-books, newsletters, corporate presentations, video creation, and editing.

Creative Strategy: Brand development, User experience (UX) design, User interface (UI) design, Layout and typography, Color theory, Concept development, Visual storytelling, Marketing collateral design, Creative campaign ideation.

Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro, After Effects), Figma, Canva, Typography design, Print production, Prototyping, Photo editing, Illustration.

Project Management: Team collaboration, Client communication, Deadline management, Brief analysis, multi-tasking across projects, Delivering within budget Innovation: Trend analysis, Creative problem-solving, Custom artwork creation.

EXPERIENCE

INDEPENDENT DESIGN CONSULTANT

BANGALORE, INDIA

July 2014, till date

- Working as a creative solution provider with diverse clients across various industries.
- Designed logos, websites, corporate presentations, and social media posts.

- Improved brand identity and customer engagement through creative and tailored design solutions.
- Contributed to business revenue growth by 40% enhancing market presence and visibility.
- Delivered high-quality, impactful designs that aligned with clients' business goals and target audiences.

WASATCH ELEMENTARY SCHOOL

Volunteered Graphic Designer

SLC UTAH, USA

Sept 2016 -Sep2018

- Created the logo and designed promotional advertisements for the Art Showcase event at Wasatch Elementary School, Salt Lake City, USA. The designs effectively captured the essence of the school's mission and its commitment to the arts. This work was recognized by the school's principal, who provided a letter of recommendation in acknowledgment of the impact and quality of the designs.

ANG INDUSTRIES LTD

Graphic Designer

NEW DEHI, INDIA

May 2005 to Jun 2014

- Designed a high volume of layouts, graphics, and production materials, including websites, brochures, leaflets, banners, annual reports, and promotional items (danglers, calendars, invitation cards, CD covers).
- Created corporate presentations that effectively communicated the company's brand and goals.
- Led the design and maintenance of the company's website, ensuring a seamless user experience and consistent branding.
- Contributed to a 20% to 40% increase in revenue by enhancing the company's marketing materials and online presence.
- Provided ongoing design solutions that supported the company's business growth and improved customer engagement.

HANDYGO TECHNOLOGIES PVT LTD.

Graphic Designer

NEW DELHI, INDIA

Jan 2003 -Apr 2005

- Designed core game features, including storylines, player biographies, reactions, and graphics for multiple 2D mobile games. Developed key visual elements, layouts, and user interfaces to align with storyboards and enhance player engagement. Notable games designed include *Miku's Escape*, *Khopadi-I, II, III, IV*, *Tank Blaster*, *Rangleela*, *Fishing Man*, and *Handy Slot Machine*. Additionally, created graphics, logos, and wallpapers for Yahoo and Indiatimes, covering various categories such as Festivals & Holidays, Animals, Love, Cricket, and the Olympics.

EDUCATION

PGDBM - HR & IT

IMT GHAZIABAD

GHAZIABAD, INDIA

May 2005 to June 2007

BA – PASS COURSE

Delhi University

NEW DELHI, INDIA

Jun 1995 to Jun 1999

CERTIFICATIONS

- Advance Certificate In Advertising and Graphic Design from WLCI Bangalore
- C-MOW (Combit Master of Web) training on Web development tools and technologies from Combit Advertising Networks Limited.
- Diploma in Multimedia and Animation from Caba Innovatives, New Delhi.
- Two Years Diploma in Textile Designing from South Delhi Polytechnic, New Delhi

ADDITIONAL INFORMATION

- <https://www.linkedin.com/in/rooma-srivastava-11548353>
- <https://printspourtoi.com/> (Founder)
- <https://vrittanta.com/> (Founder)