

Abhradita Basu

Graphic & Motion Designer

www.abhraditabasu.com

About

I'm a self-taught graphic and motion designer passionate about turning bold ideas into visuals that move. I blend strong colors, rebellious energy, and unconventional thinking to craft designs and animations that help brands tell meaningful stories, while also working on passion projects that create rebellious, street-fashion-inspired characters and vibrant animations questioning social norms. Constantly curious and eager to grow, I'm focused on sharpening my motion skills and exploring 3D animation to expand how I bring stories and ideas to life.

Experience

Parentheses Studio

- Motion & Graphic Designer 2023 - Present
 - Designed and animated brand visuals across industries including real estate, architecture, and packaging.
 - Created animated videos for digital hoardings and developed motion-led space branding assets to amplify brand presence.
 - Collaborated with designers, copywriters, and product teams to translate ideas into compelling motion and graphic solutions.
 - Created storyboards, directed brand videos, and developed motion assets to strengthen brand storytelling.
 - Contributed to brand identity projects by integrating design and animation for cohesive experiences.

CodeClouds

- Graphic Designer 2022- 2023
 - Produced e-commerce packaging design content tailored to client requirements.
 - Developed graphics, logos, and brand visuals consistent with client brand identity.
 - Collaborated with digital designers and web developers to create website-related micro designs that enhanced user experience and strengthened brand presence.

First IdeaPR

- Graphic Designer 2021

It is a Marketing & PR agency mostly targeted at restaurants, pubs, and club brands. Some of its well-known clients that I worked for are Lord of the Drinks, Unplugged Courtyard, Traffic Gastropub, Canteen Grub and Pub, Aminia, and many more.

 - I designed Creatives and other digital assets for various brands' social media page
 - Altered graphic elements as necessary, converting them into correct formats to achieve company desired results.
 - Researched, assisted, and presented new innovative ideas to promote a creative marketing campaign.

Contact

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Freelance

Post Office Studios

Illustrator 2021

I worked with them collaboratively as an illustrator and made a storyboard for an online video campaign for Phonepe, an Indian digital payment & financial services company.

Westroad Housing LLP

Designer 2021

Westroad Housing LLP is a real estate agency. I was appointed as one of the designer in a team of 6 designers for designing their Visual Identity and Marketing Collaterals design.

Education

B-TECH Food Technology

Maulana Abul Kalam Azad
University of Technology
2018-2022

ICSE & ISC

St. Paul's Boarding & Day School
2016-2018