

HARINEE PARAMASIVAM

BRAND COMMUNICATION DESIGNER

• Email Id: harineesworks@gmail.com • Contact: +91-7200303957 • Mumbai, Maharashtra

EDUCATIONAL QUALIFICATION

PG Diploma in Advertising, Design & Digital Communication

Ecole Intuit Lab, Mumbai | 2024 - 2026 (ECTS accredited)

Bachelor of Commerce (Honours)

2021 - 2024

DESIGN EXPERIENCE

Student Designer | Erasmus+ Impact Focused Entrepreneurship Project

Collaborated with designers and MBAs to create brand solutions for a social enterprise, translating business needs into compelling visual communication.

Volunteer | DADA: An Accidental Pictorialist Exhibition

Facilitated visitor engagement at vintage Indian photography showcase, deepening understanding of visual narrative and cultural context.

Personal Brand Projects

Ongoing exploration of Tamil visual culture through photography and documentation, building skills in cultural research and authentic storytelling.

WORK EXPERIENCE

Commercial Marketing Intern | Naga Limited | 2023

Analyzed product positioning across trade channels and created presentations translating complex data into clear visual insights for stakeholders.

Team Coordinator | Accounts Arena | 2020 - 2022

Managed project coordination and communications, developing skills in balancing multiple priorities and deadlines.

SKILLS AND TOOLS

Design: Adobe Illustrator, Photoshop, InDesign, After Effects, Figma

Expertise: Creative strategy, visual storytelling, design research, cross-cultural communication

Languages: English, Tamil (native), Hindi, Spanish (basic)

CERTIFICATIONS

Visualizing & Copywriting in Advertising | Short-term course

Student Exchange Program | India-Malaysia GUSD
