

Experience



**Zepto**  
Nov 2024 – Present (9 months)

**Creative Manager**

At **Zepto**, I led Employee Branding & defined creative direction for brand pillars. Designed marketing collaterals, including flyers, billboards & performance ads for Google & Meta. Developed User Delight strategies to drive earned media & brand engagement. Ideated & executed end-to-end employee engagement campaigns.



**Unacademy**  
Jul 2023 – Oct 2024 (1 year 4 months)

**Graphic Designer**

At **Unacademy**, I was an integral part of the brand team, specialising as a graphic designer. I contributed and had led significantly numerous events, campaigns, and daily operational tasks, leveraging my creative skills to enhance the company's visual identity while supporting all type of visual design tasks for the UX, sales, corporate and product teams.



**WintWealth**  
Sept 2022 – July 2023 (1 year 2 months)

**Graphic Designer**

Drove all the visual content for social media comms & ads across verticals – collaborating with content, brand and product stakeholders. As a 2-member visual & brand design team, we envisioned new brand styles, and made continuous effort to create an uniform style and a system, while supporting all type of visual design tasks for the UX, sales, corporate and product teams.

**Graphic Design Intern** Jun – Aug 2022 (3 months)

Introduced to the world of fintech and the art of creating visual content with complex data and graphs. Delivered social media content, digital ad assets and illustrations.



**Dunzo**  
Dec 2022 – Mar 2022 (3 months)

**Graphic Design Intern**

As a part of the brand team at Dunzo, I was involved in delivering Visual assets for social media posts, sales & promotions, banners & assets for the Dunzo app and many more.



**Travespert**  
Jun 2021 – Nov 2021 (6 months)

**Graphic Designer**

Responsible for creating UI and all type of graphic content, as well as ideating on website experiences. Major projects includes – New Logo launch, creating the Brand identity and Digital Travel Postcards

Skills

Adobe Illustrator

Figma

Adobe Photoshop

Adobe After Effects

Social Media Comms

2D Illustration

Brand & Identity

Design system & guides

Animation

User Interface

Attention to detail

Advocate of good aesthetics

Metrics & Research bee

Thrives in collaborative environment

Knows English, Hindi & Assamese

Love cats, lot of foods & cheese

Education

**Certification Courses (2020-21)**

**Udemy:** Courses in Branding, Brand strategy and Animation

**Coursera:** Courses in Graphic Design, Illustration, Typography and Design history

**Bachelor of Arts (2018 -21)**

**Handique Girls College**

Political Science – 8.95 CGPA

interests

Travelling

Volunteering

Reading

Cooking Diff Pastas



SHE/HER

**Meghna Deka**  
Bengaluru, India

**Hello!** I am experienced with delivering industry standard creatives for social media, digital campaigns, ads, brand identity assets, and more. I have experience in creating stylesheets, brand guidelines and component libraries for efficient working.

With my experience working with large, small and new teams – I believe my motivation comes from my high spirit to always learn & create outstanding visual designs that works and shine 🌟 Let’s do it!

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