

SATYA CHETANA

VISUAL DESIGNER @ DELL TECHNOLOGIES

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Bangalore, India 1st Dec, 1992



PHOTOSHOP

FIGMA

ADOBE XD

INDESIGN

COREL DRAW

ILLUSTRATOR

PREMIER PRO

HTML

CSS

PROFILE

Work Oriented, Creative, Curious:

I am an enthusiastic and well-organized individual with a passion for visual communication and creative design. I thrive on exploring and acquiring new skills, constantly seeking opportunities for growth and learning. Joining your esteemed team, I believe I can contribute significantly while also benefiting from the wealth of experience within your successful company.

SKILLS

Software + Expertise:

Design Thinking, Creativity, UI/UX, Typography, Web Design, Logo Designing, Social Media Marketing, Web Development, Concept Design.

EXPERIENCE

DELL TECHNOLOGIES, GLOBAL (Aug'21- Present)

Advisor, Web Production

Strategically oversee the customer web journey as a creative consultant across global regions. Develop diverse collateral for websites and global marketing initiatives. Lead page layout designs for Dell websites (APJ, EMEA, and the US), specializing in web design and creating landing pages. Design web graphics, social media content, email campaigns, and newsletters to enhance brand visibility and engagement.

PUMA SPORTS, INDIA (Jun'19- Aug'21)

Assistant Manager- Concept Design

Designing impactful window displays and in-store initiatives aligned with Global VM standards and brand identity. Orchestrating PAN India campaign execution, including in-store communication design, zoning transitions, and planogram creation for LFRs. Expertly crafting promotional offers to complement marketing strategies.

MAX FASHION, LANDMARK GROUP, INDIA (Jun'18- Jun'19)

Senior Executive- VM Design

Developing trend-driven window displays to uphold brand identity and value. Leading PAN India execution of VM windows, overseeing in-store branding and visual transitions. Spearheading vendor development and aligning promotional offers with marketing goals.

PUMA SPORTS, INDIA (Aug'15- Jun'18)

Area Visual Merchandiser, North

Ensure adherence to Global VM standards for an elevated customer shopping experience. Manage diverse store formats—ONO, EBOs, MBOs, and Factory Outlets—across Delhi-NCR, West UP, and Uttarakhand. Integral role in launching large-format and innovative store concepts.

EDUCATION

NIFT, New Delhi (Jun'11-15)

Fashion Communication

Bachelor of Design

AWARDS

WINNER (Mar'19)

VMRD Live Window Display

In-store Asia Trade Fair

WINNER (May'19)

Milestone Logo Competition

Max Fashion, Landmark Group

GAME CHANGER (Jan'23)

Campaign Content Design

Dell Technologies

INTERESTS



Books



Travel



Gardening



Music