



ABOUT ME

Please allow me to introduce myself. My name is Shweta Samag, and I have been an Illustrator and Graphic Designer and an Art Teacher for the past 20 years, working as a freelancer and full-time employee. My abilities and experience are far-ranging.

My first break as an illustrator was for a children's book called 'My book of flowers' and then there were many cartooning and design projects that followed. I am extremely good with children and that helped me become a successful teacher. I have taken several online and offline Art workshops. My understanding of pedagogy helps me to work with children of all ages at a smooth pace.

EDUCATION

Sophia College of Art and Design

1994 - 1999 | Visual Communication Design

CONTACT

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LANGUAGE

Hindi, English, Marathi, Gujarati, German,
Sindhi

SHWETA SAMAG

Visual Arts Educator EXPERIENCE

Visual Arts Educator for Delhi Public International School- Bangalore East-2023

- Tasked to teach grade 1-9 IGCSE students as part time art teacher.

Visiting Faculty for Visual Arts at Azim Premji University-2023

- Tasked to run a CRX programme for students of different streams to work on a Visual Arts project and introduce them to the basics of Visual Arts.

Visual Arts Head of Department for Ecole girls International School Dehradun 2022-23

- Tasked to teach 10th, 11th and 12th grade students Art. Also taught IGCSE students and saw them pass exams flying colours and student won 1st prize for interschool Canvas painting at Dharohar - Scindia Kanya Vidyalaya - Gwalior. Also Student took part in facepainting Indian public school- Dehradun and came

Digital Marketing Team Lead for Target India Pvt Ltd.

- Tasked to lead a team on design thinking and coordination with the US counterpart for managing Target.com.
- Conceptualizing and execution of widgets for brands like Cherokee, Unilever, Target owned brands. The sale of the products partially depends on the display and execution of the widgets on Target.com

Design Consultant for Vyara Tiles-SURAT

- Worked from scratch on conceptualising and executing Brochures, Promotional Pamphlets, Packaging for the brand.
- This project helped the company introduce themselves to their clients and gave the company and its products recognition in the market and got it tremendous sales.

Children's books illustrator for Tata Donnelley Publications

- Illustrated two children's books- ' My book of flowers' and 'Seven wonders of the world' from cover to inside pages.
- This assignment gave me full insight in how a book is conceptualized and executed and also gave an entry to the world of children. I explored different mediums of painting and execution of illustrations and got to know how the publication world functions. The company got sales based on the illustrations made by me for the books and the books had good reviews.

Illustrator for E-greeting company Mubarakho.com

- Conceptualized and executed till the end e-greetings for Mubarakho.com which was a major ecommerce venture in 2001 and supplied greetings to giants like Rediffusion, Indiatimes etc.
- This project was first of its kind in India in the ecommerce sector and I learnt how graphics work in motion. Made egreetings for festivals, birthdays etc using tools like Photoshop, Corel draw, Image ready etc. Each greeting card was first conceptualized and then using graphics and typography made into a motion or static format.

Print work and Logo designer for Technoforte Pvt Ltd.

- Technoforte Software Pvt Ltd is a bangalore based software firm. In its initial stages worked on its branding like Logo design, stationery and brochures. Photography, layouts and colour was given utmost attention while designing the print brochures and pamphlets.

Cartoonist for Indbazaar website

- Theme based illustrations or Cartoons were hand drawn and executed with Water colours or Colored Inks and were used for a website called Indbazaar.com for the web articles. This is one of the project that touches my heart the most as I was given full freedom to express my ideas of illustrating the topic and presenting it.

COMPUTER SKILLS

- Corel Draw, Adobe Photoshop, Adobe illustrator, Adobe Indesign, Power Point, Microsoft Word