




KRUTI KANASKAR


CONTACT

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 +91 7999766940

 **Portfolios:**
Behance, Medium, Journoportfolio


 [Linkedin.com/kruti-kanaskar](https://www.linkedin.com/kruti-kanaskar)

 [Instagram.com/krueltea](https://www.instagram.com/krueltea)

SOFTWARES

 Adobe Photoshop

 Adobe Illustrator

 Adobe Lightroom

 Adobe InDesign

EDUCATION

2018
Delhi Public School
Senior Secondary (CBSE XII)
Humanities (CGPA: 9.2)

2018 - 22
NIFT, Gandhinagar
Bachelor's in Design
spec. Fashion Communication


Keen on representing my thoughts and ideas to the world, my skills and a passion for fashion-centric content makes it all come to life. An aspiring fashion journalist, I express through words and explain with visuals.

SKILLS


Content Writing
Blogs, print articles


Copywriting
Proofreading & Editing


Research & Analysis


Digital Illustrations


Graphic Design


Content-driven SEO

WORK EXPERIENCE

2019

CodeBrink - Graphic Designer
May 2019

2020

FashionTV - Content Writer
April-June 2020

Tourist Visa Online - Content Writer
June-July 2020

2021 - 22

Purplle - Graphic Designer
June-August 2021

Craftroots - Content Writer & Visual Merchandizer
September 2021 - May 2022

FREELANCE & PROJECTS

2020

Zili: The Curl Diary

- Created a lifestyle magazine focusing on curly hair-care
- Worked on the editorial design and written articles
- Styled products for photographs from a photojournalistic standpoint
- Conducted interviews and secondary research

2021

Vitamin Stree

Pitched and published a piece for Vitamin Stree's Newsletter, The Dose

HerStyleCode

Written fashion blogs for a USA-based platform for style and lifestyle tips

Fashion Comes First

Feature article written on beauty culture for FCF, a digital fashion magazine