



CONTACT

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- Milan, Italy

SKILLS

Hard

Content Strategy & Strategic Design
Illustration
UX / Prototyping
Marketing & Comms.

Soft

Pitching
Networking
Creative Storytelling
Sociable & friendly

AWARDS

- Best Team, UNICEF Belgium
- First Position, MIND

LANGUAGES

Native (C2): English, Hindi, Bengali
Intermediate (A2): Italian

TOOLS

Webflow, Procreate, Figma, Miro,
Photoshop, Lightroom, InDesign, MS
Office Suite, Jamboard, Mural, Canva,
Automation & Social Media tools

Kasturi

ART-EATER. LITERATURE LOVER. SONGSTRESS. ARMY KID.
INDIA-RAISED. ITALY-BASED. CONTENT DESIGNER & STRATEGIST.

I have been working in communication and content strategy for 7 years. I was also Head of Content at India's largest food media platform, EatTreat serving content to 30M+ people every month for 3 years. As a serial startup-er, I have a knack for constructing successful content properties.

EXPERIENCE

Content Designer — Viceversa, Milan July 2022 — Present

- Embedded in the Growth team to acquire and convert customers in a young fin-tech company
- Spearheading research and designing the tone of voice, style guides & brand language
- Creating end-to-end microcopy in the product (error messages, push notifications, SMS, modals etc.) as the solo UX Writer
- Creating the website architecture, blog strategy, names & labels for new products
- Handling content strategy and comms. within the marketing team
- Analysing and monitoring data to pinpoint insights that increase performance and catalyse customer acquisition and retention

Content Design Consultant — GELLIFY, Milan February 2022 — June 2022

- Facilitating and Supporting design thinking workshops
- Designing and documentation of content from workshops

Head, Brand Solutions — Rusk Media, New Delhi Jan 2019 — Aug 2019

- Core Member since conception, when EatTreat Team pivoted to Rusk Media
- Strong documentation & project management skills with a background in creative storytelling
- Concepts created and executed for premier Indian and international brands (PnG, Tinder, OKCupid and more)

Head of Content & Editor — Eattreat, New Delhi Sept 2016 — Jan 2019

- Core Team Member & Co-founder since conception in Aug 2016
- Setting up & managing the Content Strategy team across editorial, FB, IG & Youtube for India's biggest food media platform
- Editing content guidelines and creating a stylesheet to ensure all copy follows tone, style and consistency
- Conceptualising all original programming for EatTreat's Youtube Channel, crossing 300K subscribers in 5 months
- Managing a team of 35 writers and video content creators, and editing upwards of 2200 articles

INTERNSHIPS

Content & Marketing — GELLIFY Sep 2021 — Dec 2021

- Manage, plan, & execute content strategy
- Conduct lead generation using automated marketing tools
- Organise Corporate Entrepreneurship event
- Help maintain relationships and coordinate international speakers and academics
- Work on email, social, and produce content for newsletters

Blogger — Jaipur Literature Festival 2013

Wrote blogs about the various events taking place at the festival and providing information on the official site.

Editorial Intern — Indian Express 2012

Wrote feature articles and hands on information collection. Also edited pieces and was published with 28 bylines

Editorial Intern — The Hindustan Times 2011

Edited and proofed the culture beat articles. Learnt QuarkExpress.



[SEE PORTFOLIO HERE](#)

EXPERIENCE

Contd.

- Setting up collaborations with industry specialists to create UGC
- Overseeing quality across multimedia content & leading the Brand Solutions to conceptualise & pitch programming
- Concepts created and executed for premier Indian and international brands (WeWork, Mace, KFC, Taco Bell, Dineout, Swiggy and more)
- See series here.

Culture Features Writer — LBB India, New Delhi June 2015 — Aug 2016

- Researched and wrote four to five posts every day (500 posts approx.) in the categories of F&B, Travel, Shopping, Activities, Lifestyle and Events
- Managed the Culture and Events sections singlehandedly, and coordinated between the PR community and the Editor to host the best possible events on the platform
- Successfully managed a team of contributors and edited their works for publication

[SEE FULL HISTORY ON LINKEDIN](#)

EDUCATION

MDS, Strategic Design — Politecnico Di Milano Sep 2020 — Feb 2022

Building new businesses and strategies through design. The programme aims to build the foundations of a specific and expert competence relating to the issues surrounding strategic design and to innovation and design of the product-system.

Courses:

- Strategic, Project, Innovation and Technology Management
- Strategic Storytelling, Trend Forecasting, Pitch strategies
- Product Service System, Entrepreneurship and Start-up Development, Business Modelling
- Design Management, Strategic Design, Service Design, UX Design
- Design thinking by doing, Social innovation, Design for Circular Economy, Disruptive Innovation

Grade: 110/110

MA, English Literature — LSR, University of Delhi 2013 — 2015

Grade: First Division

BA, English Literature — LSR, University of Delhi 2010 — 2013

Grade: Second Division



CONTENT STRATEGIST. STRATEGIC DESIGNER. HUSTLER

2022

WHAT I'M UP TO THESE DAYS

Content Designer - Viceversa

Working as a solo UX Writer and content person straddling product & marketing teams. I have my fingers in many pies at this young fintech company.

MDS, Strategic Design

Just completed my second masters in Feb 2022, with 110 grade.

Building Portfolio Website

I decided to build my portfolio website by learning a bit of code & new softwares.

Still kinda working on it. :)

[SEE PORTFOLIO HERE](#)

HELLO, NAMASTE, CIAO

A maximalist (read hoarder) by nature and a minimalist in practice, I revel in saying a lot through a little. I firmly believe that experiences should provide people with a greater feeling of belonging.

An all-in-all culture kook and lit nerd, for 6 years I've worked with teams approaching challenges in lifestyle, food, digital media, education, work and play through words and visuals. Specifically, I believe Content Design can be an effective prism, through which any product, service, system, and experience can be made human and delightful. For any industry, any business and most importantly, any user.

As a serial startup-er, I have a knack for constructing successful content properties. From managing a team to conducting competitor and TG research; from creating and marketing viral content pieces to deep-diving into analytics; from pitching and presenting to being known for my indiscriminate hustle to thrive.

Skills: Over the last year, I have completed academic workshops and professional projects in Content Design, building robust skills in design frameworks – like journey maps, service blueprints, brainstorming – that help bring clarity to complex challenges in human behaviours, relationships, data and processes. In my work context, I have been collaborating and communicating with different product and tech stakeholders to test and validate content components and convey user-friendly messages through digital interfaces. Conducting and synthesising research to build narratives are aspects I enjoy the most.

Interests: My hustle to learn and unlearn has led me to Europe, where I explore Content through the lens of design and empathy. I am keen to work in new-age, innovative companies with open roles in User Experience or Content Design. I am open to relocating, but I'm currently based out of Milan.
Yours sincerely,

Kasturi Roy