

Multifaceted brand thinker with a background in design who seeks to infuse meaning into every pixel designed.

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Vidisha Agarwal

EXPERIENCE

ChapStick and Suave | SM Communication Strategist

New York, NY

Present

- Streamlined communication on social media to ensure effective implementation of the new branding
- Accomplished brand's target of reaching younger consumers by ensuring social relevance of content
- Enabled impactful collaborations with creators by building detailed engagement guidelines and briefs

HA Roth Consulting | Strategy Researcher

New York, NY

Apr 2025 - May 2025

- Positioning for a Massachusetts based university via competitor and sentiment analysis

Hotel Polo Towers X The Turte Story | Strategy Consultant

Mumbai, India

Jan 2025 - June 2025

- Redefined the brand's essence and architecture to position it for upcoming growth
- Conducted brand, competitive, and cultural audit to identify opportunities for differentiation
- Created extensive brand voice and internal branding guidelines to guide perception creation

Lewis Latimer House Museum | Brand Consultant

New York, NY

Feb 2024 - Aug 2024

- Led graduate student team in developing a new brand strategy to increase awareness, improve relevance, and guide future programming for a New York City museum
- Conducted brand, competitive, and cultural audit to identify opportunities for positioning
- Designed a detailed visual identity system to express the new strategy

The Turtle Story | Brand Designer

Mumbai, India

Aug 2021 - June 2023

- Acquired three new client accounts, delivering effective pitches through a deep understanding of the clients' business needs and motivations
- Delivered successful brand launches and client revenue growth, directing the brand design process from concept to launch for 7 companies across diverse sectors such as aviation, law, healthcare, clothing, F&B and skincare
- Spearheaded event branding for world's second largest jewellery fair hosted by GJEPC India which resulted in winning the IIJS Icon award and provided a gateway into the global India which resulted in winning the IIJS Icon award and provided a gateway into the global
- Managed and mentored four cohorts of interns and three junior designers

EDUCATION

School of Visual Arts

New York, NY

Aug 2024

Master of Professional Studies, Branding

Department Scholarship Recipient

Coursework included Brand and Business Strategy, Consumer Psychology, Research & Cultural analysis

Symbiosis Institute of Design

Pune, India

Aug 2021

Bachelor of Design, Communication Design

Coursework included: Brand Design, Packaging Design, Publication Design, User Experience Design

Sarbabharatiya Charu O' Karukala Niket

Kolkata, India

Apr 2018

Diploma in Fine Arts

Completed with distinction

AWARDS AND RECOGNITION

PRINT Awards 2025

2025

First place - Citizen Design Award that honors impactful, socially driven design work

SVA Paula Rhodes Memorial Award

2024

for Academic Excellence in Branding

PRINT Magazine Feature

2024

Featured project called 'love at first line' - a collection of analysis of 100 excerpts from various books