

Tanvi Shinde

Design, Marketing, Strategy

I am a versatile professional who thrives on interaction and teamwork. My journey from studying product design to freelancing in graphic design, interning in web design and development, and working in video editing, gif animation showcases my adaptability and passion for learning. I bring a fluid understanding of design and technology to every project. Confident and skilled in public speaking, I effectively communicate ideas and contribute to diverse projects. My experience in various creative and technical roles makes me a valuable asset in any team.

Work and Education:

- June'23-April'24 Internship: The Writing Revolution: Design and development of Website pages and emails, social media strategy
- April'23-May'23 On-Campus: Grad Assistant to the Chair of Design Management
- Jan'23-June'23 On-Campus: Grad student Assistant at the Pratt Admissions department
- Jan'23-Mar'23 Freelance: Bandless: Brand Identity and extensions
- Sept'22-Jan'23 On-Campus: Campus Tour Guide: Engaging with families, addressing their questions and concerns about being a student in NYC.
- Aug 2023 Connections: Leadership training at Pratt
- 2022-2024 Masters in Professional Studies: Design Management Pratt Institute, NYC
- Feb'21-Jun'22 Full time Capgemini Invent, Mumbai: Print and Web Team: animations, posters, video editing, laying out books and magazines
- Aug'20-Oct'20 Communication theories class: Studied how personalities influence non-verbal communication, exploring theories alongside cultural, media, and semiotic studies
- Dec'19-Apr'20 Internship: MIT ID Innovation Program: Social media creatives, designed a uniform visual style
- Apr'19-Jun'19 Freelance: Soncur: Brand Identity and extensions, and designed pitch presentations for the founder
- Nov'18 Workshop: MIT ID Innovation Program: Conducted Workshop: Designing and delivering impactful presentations
- Feb'19-Apr'19 Freelance: Las Tapas: Brand Identity and extensions
- 2016-2020 Bachelor in Industrial Design: MIT Institute of Design, India

Achievements:

- Graduate Student Leader (2024)
- Nomination: Commencement Speaker for grad ceremony (2024)
- Nomination: Emerging Leader award (2023)
- Chair of communications of the Student Government (2023)

Skills and Tools:

Building brands, Packaging, Advertising, Strategy, Web Design and Front-end Development, Marketing and Communication

I enjoy watching how people interact with designs. In my opinion, a good design often goes unnoticed because it seamlessly blends into everyday life; it feels natural.

Public Speaking, Leadership and Collaboration, Adaptability, Marketing and Communication

Tools: Adobe CC, Figma, WordPress, Salesforce; My (favorite) way of testing designs is creating quick paper models to understand better: Origami, Paper Quilling

Languages: Fluent writing and speaking: English, Hindi, Marathi

Contact:

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