

tanvi mehta

What do you get when you mix graphic design, human interest, and painstaking meticulousness?

A design practitioner who creates experiences through visuals.

Through my work in graphic design, I explore the impact of visual cues on human behaviour, and by extension, user experience. An eye for detail and scrupulous planning are strengths I bring to the table, along with a big heart and lots of tea sachets.

Birthdate : 06/06/1997

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Address : 3, Deepak, 401, S.V.Road, Vile Parle (West), Mumbai- 400056, Maharashtra, India.

Website : www.inkyesthetics.com

Instagram account : @inkyesthetics

Languages : English, Gujrati, Hindi, Marathi

Technical Skills : Software: Photoshop, Illustrator I, Indesign, Flash, Fireworks, Adobe XD.

Hobbies : Photography, Dancing, Hiking, Sketching, Painting, Travelling, Theatre.

Extra - Curricular Activities:

- Completed a 6 week long course on ‘Visual Elements of User Interface Design’ offered by California Institute of Arts in July 2020 from Coursera.
- Volunteered in an event at RMZ Ecoworld, Bangalore in 2018 and presented a project ‘Lakere’ based on the Lakes in Bangalore telling a story about how they have dried or been misused with aim to create awareness about them.
- Founder of a brand ‘MOH’ and set-up a stall for it as a volunteer at Sunday Soul Sante, Bangalore, in 2017. Produced sustainable and decorated pocket perfume bottles by reusing waste nail polish bottles..
- Volunteered at Serendipity Art Festival, Panjim, Goa in 2017. Oversaw the logo designing, branding, and advertising for the 15 installations for Srishti School of Art Design and Technology.
- Represented India for folk dance at the Kocaeli Büyükşehir Belediyesi in Turkey in 2015.
- Volunteered at ‘Anant Vikas’ – an NGO that focuses on inclusive rural development, Ashte Village, 2015. Taught children Math and Science, Educated villagers the importance of healthcare and provided them required supplies.

Education:

Parsons School of Design | The New School //

New York, United States of America // 2021 - Present

Currently pursuing Master of Science in Strategic Design and Management

Recipient: Dean’s Merit based scholarship

Srishti Institute of Art Design and Technology //

Bangalore, India // 2015 - 2019

Secured a Bachelor of Design in Visual Communication and Strategic Branding.

Experience:

The Glitch, Flux // Graphic Designer

Mumbai, India

March 2020 - June 2021

The Glitch, W.P.P is India’s leading creative agency headquartered in Mumbai, with offices in Delhi and Bangalore.

- Worked on campaign ideas and build visual style guides for brands such as Netflix, Dell, One Plus, BoAt, Cred, Moms and Co, Diageo, etc.
- Led the design team international campaign for Dell during the pandemic.
- Designed graphics for various advertising videos for Instagram TV, YouTube and LinkedIn for brands such as Netflix, Dell, BoAt, Moms and Co, Diageo, etc.
- Worked on pitches for brands such as Pepsi, Bumble, Pepperfry, Cred, etc.

Hepta // UX/UI Designer & Brand Visualiser

Mumbai, India

August 2019 - February 2020

The Hepta is a UI/UX and Technology agency, serving the startups and businesses to achieve strategic objectives by delivering impactful UI/UX and technology services.

- Ideated and designed e-commerce and charity websites on Photoshop with a cross-functional team inclusive of stakeholders, project managers and developers to create responsive interfaces and a user-centered experience.
- Curated logos, brand guidelines and packaging designs to help upcoming brands gain recognition

Rivet Design Studio // Environmental Graphics Intern

Bangalore, India

April 2019 - July 2019

Rivet Design is a communication and design studio, which works on environmental graphics, branding and various ways of communication through design.

- Worked from ideation to execution and designed the environmental graphics for the Amazon Campus in Hyderabad.

Yes Yes Why Not // Graphic Design & UX/UI Design Intern

Mumbai, India // April 2018 - July 2018

Agratha Academy - Soundwaves // Graphic Designer

Mumbai, India // May 2017 - June 2017

Barworld India // Illustrator & Graphic Designer Freelance

Mumbai, India // May 2017 - Present

Zcyppher Studio // Graphic Design Intern

Mumbai, India // May 2016 - July 2016

Cat Café Studio // Graphic Design Intern

Mumbai, India // May 2016 - July 2016

Projects:

Ampmatuer // Designed an ‘Ampmatr’ application for amateur musicians to learn, create, discover and share their music.

- Conducted primary and secondary research, performed field experiments and insight generation, as well as executed early ideation analysis and prototyping to find a holistic learning experience for amateur musicians
- Performed extensive research to understand basic skills and to get exposure to new music and other artists.
- Technologies used: Adobe Illustrator, Photoshop and InDesign

Creative Collaborations // Worked in a ‘Creative Collaboration’ project in Kutch with a Rabari artisan and built a system to bridge the communication gap between her and the target audience.

- Performed primary and secondary research, conducted field experiments and insight generation, and executed early ideation analysis and prototyping for creating a tool to reduce the communication gap between the artisan and her audience.
- Technologies used: Adobe Illustrator, Photoshop and InDesign.