

NIVEDITHA MANIKANDAN

CREATIVE DESIGNER

About

I am a Creative Designer and illustrator. I specialize in the visual representation of brand stories from Innovating, Creating to Designing. I create lasting, meaningful connections between brands and their audience.

My love for art & colors led me to choose an art-based career. My dream was to get into designing since I was 13 years old. I majored in illustration design with animation from Nanyang Academy of Fine Arts with a 50% tuition grant from the Singapore, Govt.

Contact

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Course

GROWTH SCHOOL

8 WEEK UI MASTERY MENTORSHIP PROGRAM | JULY 2022

Learnt a design-centric approach to user interface (UI) and user experience (UX) design. Explored mood board creation, typography, colour, building component library and fundamentals of Figma.

Interests



DOODLING &
PATTERN WORK



PHOTOGRAPHY



MUSIC



WATCHING
SUNSETS

Education

NANYANG ACADEMY OF FINE ARTS (NAFA), SINGAPORE

DIPLOMA IN ILLUSTRATION DESIGN WITH ANIMATION
| 2016 – 2019

My three years at Nanyang Academy of Fine Arts has shaped me into a creative professional to face the design world's expectations. From being a hand-drawn artist, I now do all my designs using the latest digital softwares. I use multiple softwares to create my designs.

DELHI PUBLIC SCHOOL, BANGALORE

HIGHER SECONDARY EDUCATION
| 2014 – 2016

I pursued my Higher Secondary education in the Commerce stream. Psychology, my additional subject has helped me understand people, build my confidence & walk over my fears.

Awards

DSK DESIGN OLYMPIAD, PUNE

2ND ROUND QUALIFIER | 2015

Proud to have been a part of the first-ever design Olympiad conducted in India.

THE YOUNG WORLD PAINTING COMPETITION, BANGALORE

REGIONAL LEVEL FINALIST | 2011

An on-the-spot painting competition was conducted by The Hindu Young World across 15 centers in India. Out of the 200 best chosen, I was one of the top finalists.

Soft Skills



TEAM WORK



TIME
MANAGEMENT



CREATIVITY



ATTENTION
TO DETAIL

Technical Skills



ADOBE
ILLUSTRATOR



ADOBE
IN DESIGN



ADOBE
PHOTOSHOP



ADOBE
LIGHTROOM



ADOBE MUSE, ADOBE
DREAMWEAVER & FIGMA



AUTODESK
MAYA



POWER POINT
& KEYNOTE

Experience

SAVAGE, BANGALORE

CREATIVE DESIGNER | SEP 2021 – PRESENT

- Conceptualized and designed graphics for print and web-based media
- Worked closely with product managers, engineers, and other teams involving operations, marketing, and sales to ensure meeting their needs in terms of design
- Put together brand style guides and designed graphic elements adhering to brand aesthetics

FLIPKART WHOLESALE & WALMART, BANGALORE

CONTRACT EMPLOYEE | MAR 2020 – JUL 2021

- Achieved recognition for my informational animated video in front of over 111+ people including the Walmart Employees
- Solely handled the entire Flipkart Wholesale Fashion App, website & social media design creatives in the last 6 months of my tenure based on potential & ability to multi-task
- Enhanced customer user experience with design studies & experimentation

SH & SH (FREELANCE)

FREELANCE DESIGNER | JAN-FEB 2021

- Prepared professional presentations with unique templates
- Designed logos, visiting cards, event posters & brochures
- Shot product images with appropriate props, backgrounds & lighting

JASTI.COM, BANGALORE

GRAPHIC DESIGN INTERN | SEP-DEC 2019

- Engaged in website banner design & development
- Created engaging social media illustrations using Adobe Illustrator and Wacom Tab

PUMA KIDS (SOUTH EAST ASIAN DEBUT, SINGAPORE)

PART-TIME EMPLOYEE | JAN-MAR 2019

- Maintained the sales floor by zoning, arranging and organizing merchandise, identifying shrinkage and damage
- Exceeded monthly sales targets
- Maintained good relationships with clients by providing support, information, guidance & knowledge on the merchandise

ALICIA SOUZA STUDIO PVT. LTD., BANGALORE

GRAPHIC DESIGN INTERN | APR-MAY 2018

- Involved in discussions for advertisement campaign strategy & development
- Shot aesthetic product photographs & created eye-catching short video advertisements
- Updated designs using mockups for product printing

GUSTO STUDIOS, CHENNAI

GRAPHIC DESIGN INTERN | APR-MAY 2017

- Worked on layouts, typography, line composition, colour & graphic design fundamentals
- Implemented designs using Adobe InDesign, Photoshop & Illustrator