

NIMISHA TAORI

Graphic Designer

[No VISA Sponsorship Needed]

CONTACT

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nimishataori.com

SKILLS

Design

Branding & Identity, Typography, Print Design, Editorial Design, Logo Design, Motion Design, Layout and Composition, Color Theory, Web and Digital Design, Packaging Design, Image Editing, Vector Graphics, Stationery Design, Poster Design, Infographics,

Research

Trend Analysis, Client Research, Competitive Analysis, User Experience Research, Market Research

Software

InDesign, Illustrator, Photoshop, Figma, Adobe XD, After Effects, Premiere pro, Lightroom, Squarespace, , HTML/CSS, Procreate, Notion, Miro, Microsoft Office Suite (Word, PowerPoint, Excel, Outlook)

Web Design

User Experience, Interaction Design, User Interface, Physical and Digital Prototyping, Visual Design, Wireframing, Low-High Fidelity Mockups.

Other Skills

Cross-Functional Teamwork, Iterative Design Processes, Conceptualization, Innovative Design Solutions, Time Management

Creative and detail-oriented designer with a user-centric approach that transform concepts into engaging designs that prioritize both aesthetics and functionality. I excel in cross-functional teams, fostering seamless communication to deliver exceptional results.

WORK EXPERIENCE

Clean Beauty and Wellness Company | Jan 5, 2022–Present

- Designed 70+ visually captivating and effective designs for web, digital platforms, and print materials, ensuring strict adherence to brand guidelines, resulting in a 25% increase in brand consistency and recognition.
- Collaborated with cross-functional teams including marketing, product development, and sales to execute integrated campaigns, contributing to a 30% rise in campaign engagement and conversion rates.
- Produced brand identities, logos, and marketing collateral pieces that resonated with target audiences, leading to a 20% increase in brand loyalty and customer engagement.
- Designed PowerPoint presentations introducing new cosmetic products, resulting in 100% familiarity among sales and marketing teams, facilitating smoother product launches.
- Produced Quarterly Earnings PPTs for stakeholders, leading to a 15% increase in stakeholder engagement and understanding of company performance.

Designer for Fusion Growth Partners | Aug 11, 2020—Oct 20, 2021

- Conceptualized and executed unique logo designs for 100+ real estate clients, establishing memorable visual identities that set them apart in the market, contributing to a 30% increase in brand recognition.
- Crafted marketing materials and brand identities, ensuring that each client maintains a consistent and polished brand image in all their communications, resulting in a 25% rise in online engagement and a 20% increase in lead generation.
- Collaborated with cross-functional teams to ensure alignment with client objectives, contributing to a 95% client retention rate and positive feedback.
- Designed and delivered visually engaging PowerPoint presentations, aiding in client communication and contributing to successful pitches and presentations.

EDUCATION

Academy of Art University | San Francisco, California (2020–2021)
MA, School of Graphic Design and Digital Media

Bachelor in Computer Engineering | India (2012–2016)
Bapurao Deshmukh College of Engineering