

NIMISHA TAORI

Graphic Design

[No VISA Sponsorship Needed]

With 3 years of experience, my journey has been driven by a deep rooted love for crafting digital experiences that merge creativity with functionality.

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taorinimisha.design

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EDUCATION

MA, School of Graphic Design and Digital Media

Academy of Art University, San Francisco

2020–2021

Bachelor in Computer Engineering

Bapurao Deshmukh College of Engineering, India

2012–2016

WORK EXPERIENCE

Designer for Fusion Growth Partners (Illustrator, Photoshop)

Aug 11, 2021—Dec 20, 2022

- Successfully conceptualized and executed unique logo designs for 100+ clients in Real Estate Industry to help them establish memorable visual identities that set them apart in the market.
- Designed professional and cohesive stationery systems, including business cards, letterheads, and envelopes, ensuring that each client maintains a consistent and polished brand image in all their communications.
- Collaborated closely with clients to understand their unique design requirements, brand guidelines, and preferences resulting in tailored design solutions that enhanced their satisfaction and brand representation.

WISE Online Conference (InDesign, Illustrator, Photoshop)

Feb 15, 2022—June 30, 2022

- Developed informative program brochures that conveyed event schedules, session details, and highlights to enhance attendee engagement through comprehensive program information.
- Designed eye-catching event banners that effectively captured the essence of each occasion and increased visual appeal and brand recognition.
- Proficiently generated a wide range of content styles while adhering to established brand guidelines, ensuring consistent and on-brand messaging across all materials.
- Created compelling social media content, including graphics and posts, to boost online presence and engagement.

Fitnx-Know Yourself Better (InDesign, Illustrator, Photoshop)

June 30, 2021—Dec 12, 2021

- Conducted extensive research, including problem discovery, audience and stakeholder identification, and a thorough analysis of opportunities and threats to develop a well-informed brand strategy foundation.
- Develop a visually engaging brand that radiates energy and positivity to create an attractive and compelling brand image.
- Designed three key deliverables as part of the brand strategy, each tailored to represent the brand's mission effectively and cohesively across all materials.
- Ensured the brand's design and messaging were user-centric, aiming to help people lead active and energetic lifestyles.

Gymboree Rebranding (InDesign, Illustrator, Photoshop)

Jan 15, 2021—May 25, 2021

- Led the rebranding initiative for Gymboree, a previously dormant brand, by identifying its core essence and devising reinvigoration strategies that breathed new life into it while preserving its original spirit.
 - Crafted a refreshed visual identity, encompassing logos, color schemes, and design elements, resulting in a contemporary and appealing look that aligned with current market trends.
 - Developed comprehensive brand guidelines that not only preserved the brand's heritage but also paved the way for future expansions.
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SKILLS

Branding & Identity, Typography, Print Design, Editorial Design, Logo Design, Layout & Composition, Web & Digital Design, Motion Design, Packaging Design, Image Editing, Vector Graphics, Stationery Design, Business Cards, Posters, Magazine, Annual Report, Infographics, Brochures, Booklet, HTML & CSS, Javascript

TOOLS

InDesign, Illustrator, Photoshop, Adobe XD, Figma, After Effects, Premiere pro, Lightroom, Notion, Miro