



## BHAVIKA PAREKH

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## EDUCATION

**Pratt Institute**  
New York City, New York  
Masters in Communications  
& Interactive Design  
(HONOURS WITH DISTINCTION)

**Sophia Polytechnic**  
Mumbai, India  
Bachelor in Graphic Design

## AWARDS & RECOGNITION

- » IIDA New York Chapter and IDA (International Design Awards) for Best Annual Report 1st Place for Mancini Duffy / APRIL 2009
- » Society for Marketing Professional Services (SMPS) Awards as a Best Annual Report 1st Place for Mancini Duffy / March 2008
- » Enterprise Nexus Award for Best Graphic Stationery / MARCH 2005
  - » All India Photographic Trade & Industry Association for Best Photographic Campaign / FEBRUARY 2004
  - » Girish Mistry award for Best Photography / FEBRUARY 2004
  - » The Intensive Training Programme in 21st century award for Advertising Campaign / APRIL 2004
- » Sophia Polytechnic award for Color Design / FEBRUARY 2001

## EXPERTISE

**COMPUTER SKILLS** Illustrator, Photoshop, InDesign, ImageReady, QuarkXpress, Dreamweaver, Fireworks, Flash, After Effects, HTML, CSS, Javascript, OmniGraffle, Microsoft Office, Mac + PC Platform

**OTHER SKILLS** Photography, Pre-Press, Hand skills in Illustration, Excellent Organizational, Interpersonal and Communication skills

## EXPERIENCE

**Creative Dialogue Inc** Jersey City, New Jersey  
March '09 - Present Design Director

Determine and executes design and production of Print, Identity, Web Design, User Interface and Information design for various clients. Also assist in business development, managing vendors and act as a client liaison.

CLIENTS : CITIGROUP, OPERA SOLUTIONS, INDABA MUSIC, STEIN ROGAN & PARTNERS, ETC.

**Citi Group** New York, New York  
June '10 - December '11 Web Designer

Designed and branded various web-based advertisements and emails marketing campaigns for GTS marketing. Involved in developing and executing multiple micro site designs as per internal clients requirement and Citigroup brand standards. Also led a technical programming team by managing web production of GTS external and internal website for every day content updates in aesthetic and timely manner.

CLIENTS : CITI GLOBAL TRANSACTION SERVICES (GTS)

**Olive Media LLC** New York City, New York  
May '08 - February '09 Visual / Web Designer

Responsible for multi-disciplinary branding, print, web, exhibition and packaging projects. Conceptualized and designed brochures, direct mails, banner ads, trade shows graphics, print collateral, posters, flash animations. Provided user interface designs for clients website and application to accommodate multiple navigation alternatives and making it user friendly.

CLIENTS : HONEYWELL & LA CENSE BEEF

**Mancini Duffy** New York City, New York  
February '07 - April '08 Designer

Implemented a strategic creative design of consistent brand identity, logo, collateral and style guides. Conceptualized and designed strategy books and internal animations. Assisted in designed environmental graphics and way finding systems for various clients. Analyzed and designed Editorial projects such as Promotion Mailer, brochure, Year in Review, Style Guide and Holiday Card. Worked closely with design principal and marketing department to execute pitch boards and proposal books using information design system. Creatively designed poster, t-shirt, coaster, badges, signage and power-point slides for Sustainability Feud event.

CLIENTS : CLIENTS: HSBC, ARENSEN, INTERNAL PROJECTS, ETC.

**Territory Brands** New York City, New York  
August '06 - December '06 Design Intern

Produced tone and manner boards for different fashion clients. Worked on designing Brand Identity systems, Print designs and Holiday cards for below various clients.

**Whet Design Studio** New York City, New York  
May '06 - August '06 Design Intern

Involved creatively in designing and executing Identity, Promotional and Web projects for Canon, USA. Worked independently on concept development, logo and collateral design, and typographic layouts.