

Tanvi Kumar

MULTI-DISCIPLINARY VISUAL DESIGNER

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EDUCATION

Pratt Institute, Brooklyn, NY
2019 – 2023

BFA in Communication Design
(Graphic Design)
Minors in Psychology and
Interdisciplinary Book Design
GPA: 3.99/4.00

AWARDS

Silver Indigo Design Award
Branding for NGO & Non-Profit
2024

Bronze Indigo Design Awards
Branding for NGO & Non-Profit
Branding for Social Change
2024

GDUSA Graphic Design Award
Designing for Good
2023

SKILLS

SOFTWARE SKILLS

Adobe Creative Suite: Illustrator,
InDesign, XD, Photoshop, Lightroom
After Effects, Premiere Pro
Figma
Keynote & Microsoft Office
Webflow, Wix, Squarespace
Glyph 3

DESIGN SKILLS

Branding & Identity Design
UI/UX Design
Editorial Design & Typography
Motion Graphics
Digital Photography

LANGUAGE SKILLS

Fluent in English & Hindi
HTML & CSS

EXPERIENCE

NH1 Design, Gurugram, India
JUNIOR DESIGNER | September 2024 - Present

- Create holistic brand identities and packaging systems for clients spanning diverse industries
- Develop intuitive website and user interfaces, ensuring seamless digital experiences aligned with the brand identity
- Design high-end editorial work, ranging from brochures to coffee table books, and other print publications

Strong Studio, New York, NY
JUNIOR DESIGNER | September 2023 - July 2024

- Collaborated on multi-disciplinary branding projects, developing visual systems encompassing logos, websites, wayfinding, and communications
- Designed print and digital collateral including brochures, infographics, and marketing creatives
- Created motion graphics to strengthen brand storytelling

Code and Theory, New York, NY
INTERACTION DESIGN INTERN | June 2022 – August 2022

- Developed strategy to inform the product system and design
- Translated strategy into wireframes to optimize user experience in high-fidelity designs
- Created annotated mockups to hand off to developers

Wunderman Thompson, Gurugram, India
DESIGN INTERN | May 2021 – July 2021

- Developed digital brand identity with logos and posters for launch of Times Wellness, a new Times of India segment
- Created social media content for Instagram to promote customer activities for SF Batteries

Ernst and Young, Gurugram, India
DESIGN INTERN | May 2020 – August 2020

- Assisted in extensive communication program during the pandemic, designing posters, brochures, reports, mailers, flyers, stickers, and animated presentations for various events