

TANISHA PHALKE

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London, UK

[LinkedIn](#)

[Portfolio](#)

PROFESSIONAL PROFILE

Creative designer with experience in both graphic and UX design. Skilled in building strong brand identities, designing engaging visuals, and crafting user-friendly digital experiences. Passionate about solving problems through design, from developing eye-catching marketing materials to creating seamless interfaces. Known for managing multiple projects and delivering high-quality results that connect with users and clients alike.

EDUCATION

Msc in User Experience Design

Kingston University, London, UK

Sep 2023 - Sep 2024

Bachelor of Design

School of Fashion Technology, India

April 2018 - April 2022

PROFESSIONAL EXPERIENCE

Plateful cafe

Graphic Design Volunteer

Nov 2023 - Present

- Enhanced the visual identity of Plateful Cafe, a mission-driven, refugee-focused establishment.
- Created engaging and culturally sensitive graphic materials to communicate the cafe's mission.
- Collaborated with the team to develop impactful design solutions that resonated with diverse audiences.

Shiibui Sudio

Designer - Intern

May 2023 - June 2023

- Designed user interfaces that enhanced product usability and visual appeal.
- Developed wireframes and prototypes, contributing to seamless user experiences.
- Conducted user research to inform design decisions and improve product-market fit.
- Collaborated with the development team to ensure design integrity throughout the product lifecycle.

Yellodrive Marketing

Graphic Designer

Feb 2023 - May 2023

- Managed creative output for 20+ clients, delivering over 1,000 social media posts/stories and 50+ reels.
- Edited videos to enhance social media presence and drive brand narratives.
- Designed and wrote content for marketing materials including banners, ads, and brochures.
- Created wireframes and prototypes for websites, improving user experience.
- Worked closely with clients and creative teams to conceptualize and execute impactful design projects.
- Maintained brand consistency across all marketing assets, while juggling multiple tight-deadline projects.

&TONIC Media

Brand Strategist and Designer

Sep 2022 - Nov 2022

- Led branding initiatives for 4+ clients, crafting distinct and memorable brand identities.
- Designed logos, color palettes, and visual elements, ensuring alignment with clients' brand strategies.
- Developed packaging and marketing collateral that resonated with target audiences.
- Produced high-impact social media posts and reels, boosting client engagement.
- Applied design thinking methodologies to strategize and execute branding and content projects.
- Collaborated effectively with creative directors, freelancers, and account managers to deliver high-quality results.

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Aftereffects
- Adobe Indesign
- Brand Strategy
- Visual Identity
- Packaging Design
- Social Media Design
- Video Editing
- Content Writing
- Website design
- Animation
- Figma
- Framer, Webflow, Wix, Squarespace
- Prototyping, Wireframing
- User research and testing
- Video editing
- Email marketing
- Problem-Solving
- Conceptualization