

NIDHI DESAI

Graphic Designer and Researcher based in New Jersey using designing thinking principles to elevate the work of organizations doing good.

Profile

Online Porfolio
www.nidhidesai.com

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(980) 337-9531

Education

MFA Design for Social Innovation
*School of Visual Arts,
New York City, NY*
/ **Sept 2019 - May 2021**

MBA (Marketing)
*Shanti Business School,
Ahmedabad, India*
/ **Aug 2012 - Mar 2014**

BBA (Marketing)
BKMIBA- HLBBA, India
/ **Jun 2008 - Mar 2011**

Design Skills

Editorial Design
Branding
Identity Design
Print Production
Packaging Design
Data Visualization
Design Thinking
Design Strategy
Presentation Design
Research & Analysis
Event Design
Digital illustration
Website Design

Tools

Adobe Creative Suite
(Illustrator, Photoshop,
InDesign, AfterEffects)

Microsoft 365 (Word,
Powerpoint, Excel),

Figma

Bynder—Digital Asset
Management

Asana, Miro, Mural,
Smartsheet, Trello

Award

**MFA Design for Social Innovation Department
Award / 2020 - 2021**

Languages

English | Hindi | Gujarati (Native)

Work Experience

Freelance Designer
New York City
/Feb 2024 - Present

FREELANCE DESIGN CONSULTANT

1. Working as a full-time freelancer with organization to support their design needs with a passion for creating compelling visual experiences across various mediums. With 6 years of experience in graphic design, web design, and branding, I thrive on delivering innovative solutions that exceed client expectations. I possess a keen eye for detail, strong communication skills, and a commitment to meeting project deadlines. Collaborative by nature, I excel in translating client visions into visually stunning realities, consistently garnering positive feedback and fostering long-term relationships.

Medidata Solutions
New York City
/ May 2022 - Feb 2024

GRAPHIC DESIGN MANAGER

1. Conceptualized and executed **high-quality designs like white paper, ebooks, infographics, signages, presentations, banners, digital assets, booth designs, event promotional materials, and other marketing materials in print and digital** across various mediums, supporting communication goals under strict brand guidelines.
2. Headed the **design and development of a global internal comms newsletter**.
3. **Built robust client relationships**, translating visions into powerful design solutions for marketing, sales, and product development teams.
4. **Lead the integration of innovative design technologies** and streamlined processes through a custom Digital Asset Management platform, resulting in cost savings and faster project turnaround times.
5. **Authored solution oriented design resources** aligning with overarching business objectives.

TaskForce
Los Angeles - Remote
/ Oct 2021 - Apr 2022

SOCIAL IMPACT FELLOW

1. Generated content for the LAvsHate Campaign, involving blog writing, presentation templates, flyers, banners, and engaging social media posts. Collaborated with **community and local artists to drive social innovation**.
2. **Conducted research and trend analysis** to integrate social trends, cultural shifts, and emerging issues into innovative campaigns.
3. **Performed competitive analysis**, identified stakeholders, and reached out to community-driven organizations to support social innovation initiatives.

National Institute of Design
Ahmedabad, India
/ Jun 2017 - Feb 2019

TEACHING ASSOCIATE IN GRAPHIC DESIGN

1. Collaborated with senior faculty to improve graphic design curriculum, documenting courses and projects for program head reports.
2. **Led practical skills workshops** in Typography, Origami, and Book Binding.
3. **Designed and published the 57th Annual Report** of the NID, ensuring precision and high quality in collaboration with printers and production team.

Internship

NY Common Pantry
New York City
/ Jan 2020 - May 2021

MASTER'S THESIS

1. Engaged with low-income Bronx Community stakeholders through communication Design and design thinking methodologies.
 2. Collaborated via contextual inquiry to research pantry services, identifying gaps in Nutrition Security.
 3. Utilized participatory design to develop 'The Missing Ingredient' initiative, addressing systematic issues for underrepresented children in South Bronx.
 4. Worked closely with Public Senior Nutritionist and Director of Nutrition to scale the program.
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