

Tanvi Dhanecha

Brand Communication, Brand Identity, Brand Strategy, UI/Ux and Visual Communication.

Contact -

+91 93260-71702
tanvidhanecha@gmail.com

Education -

Bachelor of Design: Visual Communication
& Strategy Branding

Srishti Institute of Art, Design and Technology,
Bengaluru — Batch of 2022

Instagram:

tanviiiiiiiiii & t.art.nvi

LinkedIn:

linkedin.com/in/tanvidhanecha/

Behance:

behance.net/tanvidhanecha

Website:

www.tanvidhanecha.com

Work Experience

Snazzy Care, Bengaluru

Part time Brand Designer Aug'21 - Present

- Expanding the brand identity for packaging, publication design and brand communication across platforms.
- Strategizing and creating content for 3 stages of marketing funnel.
- Creating standards and experimental ads to reduce cpl and increase customer acquisition.
- Managing, recruiting interns and working across different teams
- Managing social media, increasing engagement and followers.

Chhapac, Bengaluru

Brand & UI Design Intern May – June'21

- Rebranding and reposition the brand identity of the studio
- System design & UI/Ux
- Expanding brand identity for client

Esya Design Studio, Nashik

Graphic Design Intern March – June'21

- Visuals and creatives for social media platforms with brand guidelines.

Chhapac, Bengaluru

Project Intern Sept'20 - Nov'20

- Curating a cohesive strong brand identity
- Developing collaterals and merchandise.

Skills

Software

Adobe: Photoshop, Illustrator, Indesign, Premiere Pro, *Xd*, *After Effects*, *Dimension*
Figma
Procreate
Microsoft Suite
Notion and Google Sheets

Manual Skills -

Bookmaking
Screen Printing
Digital printing
Basics of Linocut
Woodblock Printing
Letter Press

Other Skills -

Adaptive and explorative
Collaborative
Initiative and reliable team player
Managing and leadership skills
Planning and organising skills
Research and building insights
Strategic and user-centric thinking

Work Experience (cont.)

Openhouse, Bengaluru Graphic Design Intern Feb'20

- Brand communication for media and events.

Baggit, Mumbai Bag Design Project March'17

Independent Design Practices

GOAT sports, Mumbai Social Media Manager March – April '21

- Visuals and creative for social media platforms with brand guidelines.

Rajgharana Rugs & Home, Mumbai Branding & Publication Dec'20 - Feb'20

- Creating brand identity
- Innovative collateral and packaging
- Developed 250page+ catalogue

Jain Architects & Associates, Nagpur Communication Designer Aug' 20

- Marketing through video content.

Solar Industrial Explosives, Nagpur Communication Designer April'20 - May'20

- Cohesive internal & cooperate branding
- Publication design

Artistic Commissions 2014-2019

- Canvas Paintings and Mural for interior spaces: house, cafe

Other Experiences

My Aura Club Volunteer Aug'21 - May'22

- Teaching Socio-Emotional Values to toddlers, kids. Mindfulness and Spirituality.

Nyaaya Thesis Project Feb'22 - May'22

- Web Design

Under 25 SpaceWarrior Fellowship May'21 - May'22

- Learning about community building

Larsen & Turbo Charitable Trust: Read A Story, Illustrator June'21 - July'21

Underground — Mujo Feb'20

- Volunteered student-led music festival.
- Graphic Design and on-ground.

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