

# Tanvi Dhanecha

## Branding, UI/Ux & Visual Communication

Contact: +91 93260-71702 | tanvidhanecha@gmail.com

Portfolio: [www.tanvidhanecha.com](http://www.tanvidhanecha.com)

## Work Experience

### Chrisaldo Goldiloy, Mumbai Visual Communication Designer

Oct'22 - Present

- Handling advertising, brand identity & communication, packaging, social media communication & UI/UX projects for various project-based & retainer clients like Marriott Bonvoy, wearable tech brand, restaurants, hotels, real estate builder etc.
- Developing the overall look/style of publications, advertising campaigns, shoots, launch campaigns etc.
- Liaising & directing with freelance editors, illustrators & graphic designers.
- Researching & analyzing the findings to translate them into actionable design recommendations for improving the user experience.
- Creating wire frames, user flows & interactive prototypes that effectively communicate the structure and functionality of digital websites.
- Collaborating with development teams to ensure seamless integration of design concepts into functional products.
- Working in collaboration with team members to execute projects.

### Snazzy Care, Bengaluru

Brand Designer Aug'21 - Oct'22

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

## Education

### Bachelor of Design: Visual Communication & Strategy Branding

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

### Higher Secondary: Commerce

Symbiosis College of Arts & Commerce, Pune — Batch of 2018

### Secondary School

Centre Point School, Katol Road Nagpur — Batch of 2016

## 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

### Other Skills -

Adaptive and explorative  
Collaborative & communicative  
Initiative and reliable team player  
Management and leadership skills  
Planning and organising skills  
Strategic and user-centric thinking

## Work Experience (cont.)

---

### Nyaaya

UI/UX Designer Feb'22 - May'22

- Conduct user research activities, including user interviews, surveys, and usability testing, to gather insights and understand user behaviors, needs, and preferences.
- Analyze research findings and translate them into actionable design recommendations to improve the user experience.
- Conceptualising the user flow to make the messaging more interesting & experiential. Define information architecture that optimize the user journey.
- Create wireframes, user flows, and interactive prototypes that effectively communicate the structure and functionality of the website.
- Design interaction patterns, gamification, and animations that enhance usability and engage users.
- Creating dissemination strategy & creatives for the website.

### 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.

### Openhouse, Bengaluru

Graphic Design Intern Feb'20

- Brand communication for media and events.

## Independent Practices

---

### Build360, Jaipur

Brand Designer Sept'22

- Naming the brand such that it can be trademarked.
- Creating a logo design within a tight timeline.

### Vihaan Formwork, Pune

Brand Designer Aug'22

- Creating a logo design that aligned with the brand's values

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

### 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'21

- 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

### Baggit, Mumbai

Bag Design Project March'17

Artistic Commissions 2014-2019

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

Tanvi Dhanecha  
Branding, UI/Ux & Visual Communication

+91 93260-71702 | tanvidhanecha@gmail.com | www.tanvidhanecha.com