

PURVA SAWANT

Graphic Designer /
Brand Strategist

purvasawant.carbonmade.com
650-485-0136

SKILL-SET

- Brand Strategy and Identity
- Design for print and digital
- Field and Market Research
- Film and Video Editing
- Illustration & Sketching
- Knowledge of Photography
- Knowledge of Package Design
- Familiar with Motion
Typography

AWARD

**The Samaritans New York
Poster design competition.**
The Samaritans is a suicide prevention organization that offers 24-hour emotional support via their hot-line in New York city. The poster was a part of a month long exhibition at the SVA Flatiron gallery.

EDUCATION

School of Visual Arts, New York
Masters in Professional Studies in Branding, 2014-2015

Shadowing candidate at HOW design live Chicago- 2015

Selected for a shadowing event with the Editor-in-chief for Print Magazine- Zachary Petit to observe behind the scenes at HOW.

Thesis Project: When Brazilians are divided between discontent and desperate, how to inspire and fuel the citizens to take ownership of their future and how to create a sustainable economic and social growth for Brazil?

National Institute of Design, India
Graduate Diploma Program in Design, 2008-2012

- Developed strong design skills in the field of brand communication, identity design, package design, movie making and editing, typography and publishing.
- Poster published in Package design Magazine, China. Selected poster was part of UN climate change effects poster design exhibition 2009.

WORK EXPERIENCE

ThinX LLC

Freelance Graphic Designer, September 2015-February 2016

- Worked along with the strategy team to communicate brand's online presence on various social media platforms and search engines along with designing the product package label.
- Assisted creative director for Icon undies photo-shoot and executing digital ads using the images, brand guidelines and campaign ideas.

Soldier Design, Harvard, Cambridge

Design Strategy Intern, October 2015-December 2015

- Worked with the New Balance team on a B2B project to design a clear brand strategy for their new initiative in Boston, along with designing outdoor communication banners.
- Developed identity and website for a co-op program held in spring 2016 exclusively for Harvard University students in collaboration with Soldier Design.
- Contributed in ideation and concepts for Under Armour's fall 2016 collection.

Niksun Ad world Inc

Graphic Designer, February 2013-June 2014

- Directed and managed a team of account managers, designers and film makers on client projects ranging from micro-finance, tourism, brewery and chemical companies.
- Worked with the strategy team to develop campaign concepts for the Indian National Congress during the general assembly elections 2014 along with planning and executing the campaign idea in the form of print ads, outdoor banners and digital media. Assisted agency filmmaker to develop ad concepts and storyboarding, cast auditioning, direction, editing and sound recording.

TECHNICAL SKILLS

Adobe Illustrator

Indesign

Photoshop

After effects

Premiere pro

Keynote

Microsoft Powerpoint

Godrej and Boyce Group, Mumbai

Communication Design Intern, April 2012-September 2012

– Intern at Godrej’s Disruptive Innovation Centre working to develop communication strategy for the new \$30 peltier cooling technology mini refrigerator for the lower income group in India deprived of access to a conventional refrigerator.

Project involved field research, extensive target audience interview, Prototyping, factory visits and arriving at a communication strategy relevant to the bottom of the pyramid.

Sixofus Design, Mumbai

Graphic Design Intern, April 2010-May 2010

– Explored multiple projects during this period, including digital designs, designing recycled handmade books and products, and brand communication design.

– Children’s workshop documentation through on-site photography with a local NGO.

LANGUAGE SKILLS

Fluent in English, Marathi and Hindi.

VOLUNTEERING EXPERIENCE

National Novel Writing Month (NaNoWriMo) 2015

Every November, during National Novel Writing Month, 30 professional designers volunteered to create book cover art inspired by novels being written by aspiring authors from around the globe.

Student volunteer at the Mahatma Gandhi Ashram Ahmedabad, India

Was involved in teaching art and design to slum kids who visited the ashram every weekend.

Held feedback sessions with the kids in order to make them deeply understand the concept of design thinking and its importance.

Help-age India

Participated and hosted various activities including cultural events and donation drives for 6 consecutive years during high school. Help-age India is a leading charity in India working with and for disadvantaged elderly for more than 3 decades.

KEEN INTEREST IN

- Communication design and strategy for lifestyle brands
- Usage of innovative typography for publication and brand design
- Studying and analysis of design and cultural trends

Continuing Education course

The business of children’s book publishing, 2016.

School of Visual Arts, New York.