Yadvi Maheshwari
Graphic Designer

Contact

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Employment

New York Institute of Technology, Graduate Assistant

September 2019 - present

• Managed the HIVE at NYIT.
• Developed artwork and layout for print and digital posters and served as a photographer for key events.
• Used 3D printers(Makerbot), Glowforge, Immersive environment like oculus Rift. 360-degree camera like Vuze to assist students with their academic projects.

Fluz, Manhattan,NY, Graphic Design Intern

June 2019 - August 2019

• Created and modified graphics, infographics, ads, presentation and other digital content for fluz's platform
• Worked on Klaviyo and Shopify to design email campaign for Fluz's client
• Researched, strategize and design materials for Fluz's clothing and apparel clients

Mudraksh & McShaw, India, Graphic Design Intern

October 2017 - December 2017

• Developed creative concepts; made recommendations to improve look and feel of client project
• Designed the business stationary and the company logo
• Designed and implemented social media banners for leading the company through social media campaign

Education

New York Institute of Technology, Manhattan, NY

August 2018 -May 2020 (expected)

Master of Fine Arts in Computer Graphics (Graphic Design)

Arena Animation, New Delhi, India

July 2017- July 2018

Professional Certification in Graphic and Web Design Development

University of Delhi, New Delhi, India

July 2014 – July 2017

Bachelor of Commerce

Project

Leading Light: Designed a website for ADHD children and their parents in India where they can seek resources available to them like educational institute, jobs etc. It also contains sensory focused games for children to enhance their focusing powers.

Technical

Illustrator
Photoshop
InDesign
Animate
AfterEffects
HTML5
CSS3
JavaScript
Tableau
Sketch
Invision
Adobe XD

Knowledge

Amazon Alexa App
Lens Studio
Spark AR
Wonda AR
Unity 3D
Medium VR
Blocks VR
Tiltbrush VR
Sketchbox VR

Skills

User Research
Empathy Map
SWOT & MosCow
Journey Map
User Flow
User Personas
Mental Map
Wireframing
Mockups
User Testing

Workshops & Seminars

Conducted VR/AR workshop at FIAF(French Institue Alliance Franciase)

Achievement

Merit Scholorship at NYIT