

YADVI MAHESHWARI



PERSONAL PROFILE

I'm a Visual Designer with a passion for problem-solving, storytelling, technologically driven creative solutions that make a positive, meaningful impact in people's lives. My goal is to achieve a sustainable yet creative world where my design can change people's lives.

AREAS OF EXPERTISE

- Adobe Creative Suite(Illustrator, Photoshop, Indesign, After Effects)
- Adobe XD, Invision, Sketch, Figma
- HTML, CSS, Javascript

OTHER SKILLS

- Tableau
- Unity 3D
- User Research, Personas
- SWOT & MosCow
- Empathy Mapping & User Journey
- IA & Sitemap
- Wireframing & Prototyping
- Paper prototyping, Sketching
- User Testing

PROJECT (LEADING LIGHT)

- Designed a website using Adobe XD for ADHD group.
- Target Audience- children and their parents in India.
- Goal- Providing resources focusing on Education, Jobs and consultancy. It will also have sensory based games for children enhance their focusing powers.

CERTIFICATION

- **Interaction Design Foundation**
Human Computer Interaction
Design Thinking
- **Unity 3D Certification**

GET IN CONTACT

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WORK EXPERIENCE

VISUAL DESIGNER

New York Institute of Technology | Present

- Created user flow, UI and visual elements of the Student section of the Rejoy Application
- Researched, designed and prototyped a more approachable and valuable experience for seniors and students as a core part of the visioning team.

GRADUATE VISUAL DESIGN ASSISTANT

New York Institute of Technology | 2019-2020

- Managed the HIVE, a lab with advanced technological equipment at NYIT.
- Assisted faculty by designing artwork and layout for print and digital posters for school's events and served as a photographer for key events.
- Provided valuable assistance to students with their academic projects by using technological equipment like 3D printers(Makerbot), Glowforge, Immersive environment Like Oculus Rift. 360-degree camera like Vuze.

GRAPHIC DESIGN INTERN

Fluz, New York, NY | 2019

- Conducted user research and consolidated research findings to drive the company's marketing strategy to understand customer behavior.
- Created and modified graphics, ads, presentation and other digital content for Fluz's platform in order to enhance the brand experience.
- Used Klaviyo and Shopify to design email campaign for Fluz's client.
- Brand strategy/design across all digital platforms as well as experiential executions and client needs.

GRAPHIC DESIGN INTERN

Mudraksh & Mcshaw | 2017

- Designed the business stationery and the company logo.
- Designed and implemented social media banners.
- Shaped creative strategy and oversaw visual direction for the company's professional business and brand development portfolio of global products.
- Focus on the understanding business needs with clients to optimize the development of verbal narrative and design strategy.

EDUCATION HISTORY

NEW YORK INSTITUTE OF TECHNOLOGY

MFA in computer graphics, Graphic Design, 2018-2020

ARENA ANIMATION

Professional certification in Graphic and Web Design, 2017-2018

UNIVERSITY OF DELHI

Bachelors of Commerce, 2014-2017