

MANASI DOSHI

www.manasidoshi.com | Independent Art Director and Brand Designer

Location : Mumbai

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I am a practicing art director and brand designer with seven years of work experience in brand design, with a strategic bent of mind. Over the period, I have been leading on projects for global brands across multiple industries and market segments, from establishing positioning and communication strategies to bringing their vision to fruition, through thoughtful design. I have also built, managed, and mentored a team of young and experienced designers.

EDUCATION

- Post Graduate in Visual Communication
- ECOLE INTUIT LAB, BATCH OF 2021
- B.A Multimedia
- BD SOMANI, BATCH OF 2015
- CNM School
- ICSE, BATCH OF 2010

AWARDS & ACCOLADES

- Silver Award of Excellence
- ECOLE INTUIT LAB, BATCH OF 2021
- 1st Prize - Branding for a live client
- ECOLE INTUIT LAB, BATCH OF 2021
- 2nd Prize - Brand video for a live client
- ECOLE INTUIT LAB, BATCH OF 2021
- Student of the Year
- BD SOMANI, BATCH OF 2015
- 1st Prize - Branding
- BD SOMANI, BATCH OF 2015

STRENGTHS

- Brand Strategy and Art Direction
- Attention to Detail
- Team building, being a people manager and mentor, setting protocols and processes
- Presentation and Copywriting

WORK EXPERIENCE

- CCS : 1.8 years

- DESIGN TEAM LEAD / ASSOCIATE ART DIRECTOR : JUNE 2023 - FEBRUARY 2024

I worked closely with the CEO and Creative Director, playing a pivotal role in attending client meetings, developing briefs, setting brand strategy and communication, and guiding the team throughout the design process to shape the brand's identity and visual language. This encompassed working on global brands in various industries, including F&B, Real Estate, Logistics, Oil & Gas, and technology.

In addition, I actively participated in recruitment efforts, organized internal team-building workshops, established processes to ensure smooth operations, and facilitated growth while consistently achieving targets. I also had the privilege of personally mentoring mid-level designers, juniors, and interns at various levels.

- SENIOR BRAND DESIGNER : JUNE 2022 - JUNE 2023

Led design projects under the guidance of the CEO and Creative Director, executed strategy pieces followed by designing distinct identity and visual language for global brands. Also gained expertise in web design, packaging and editorial design.

Took a break in the pandemic to pursue further studies. Completed the same with a portfolio specialised in branding.

- INKPPT / RENURE BRANDS : 1 YEAR

- SENIOR DESIGNER : APRIL 2019 - MARCH 2020

Executed branding projects, designed end to end event collaterals and worked on multiple elevator pitch decks for Fortune500 brands.

- THE SCORE MAGAZINE : 4 YEARS

- INTERN TO DESIGN LEAD : DECEMBER 2015 - DECEMBER 2019

This was a hybrid role with a Chennai based magazine. Gained experience in digital and editorial design.

- FREELANCED PART TIME: 4 YEARS

- 2015 - 2019

Pitched and partnered with multiple start ups and agencies pan-India for their design requirements, ranging from social media, print, websites and branding.