

GAYATRI PACHPANDE

SERVICE DESIGN

| STRATEGY & GRAPHIC DESIGN

| VISUAL ARTIST

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PROFILE

Experienced and Goal-Driven Design professional with 6 years of expertise in designing visual identities for upcoming businesses, and building brand and marketing strategies for an array of clients in the e-commerce, publishing, technology, and marketing sector.

- Highly efficient in collaborating and delivering quality assets/collaterals within a deadline-driven environment.
- Strong ability to analyse, synthesise, prioritise, and solve problems.
- Understanding and communicating effectively with the client and assisting them in making their objectives a reality.
- Led a group of professionals from diverse technical backgrounds by providing positive direction and guidance.

EDUCATION

Brunel University London (Achieved Merit)

MA Design Strategy and Innovation (2021-2022)

Module covering areas like Strategic Branding Studies, Strategic Design Management, Innovation Strategy and Management, Design Futures and Design Research.

Sir JJ Institute of Applied Art (Achieved equivalent to UK 2:2)

BFA Applied Art (2015-2019)

Module covering areas like Advertising and Branding Studies, Visual Communication Theory, Typography and Graphic Design.

International Indian School, Al-Jubail (Achieved equivalent to UK 4 GPA)

Higher Secondary School (2013-2015)

NCERT Syllabus: Physics, Chemistry, Maths and Computer Science.

EXPERIENCE (2018-2022)

“Brunel Design School”

MA Design Strategy and Innovation

SERVICE DESIGN STRATEGY FOR HEARTFULNESS

- Identified and defined an underlying issue in the organisation by interpreting the data successfully through comprehensive research (primary & desk) conducted.
- Engaged a range of stakeholders (mid to senior level) from various disciplines and effectively communicated complex design ideas clearly.
- Revealed unmet needs of the users from multiple target groups through primary research techniques like questionnaire surveys and interviews.
- Developed a design solution using design methods such as customer journey mapping, user persona generation, and scenario building.
- Successfully iterated and updated the design solution in light of the field experts' insights.

DESIGN STRATEGY FOR THE FUTURE - MENTAL WELLNESS

- Forecasted a scenario based on relevant technological, societal, and scientific innovation with the use of design tools and holistic thinking.
- Collaboratively worked on a group project for Design Futures on “Liminal Spaces” designing a mental health Toolkit for therapists to help diagnose their clients.

Key Achievement: The “Design Framework for Heartfulness” was published on “Dezeen School Shows” on the Dezeen platform as well as the “Made In Brunel” publication.

“Heartfulness”

Freelance Graphic Designer at a Wellness Organisation

- Provided creative direction and constructive feedback to the design team maintaining uniformity throughout the advertising materials.
- Enhanced client briefs by consulting based on analysing and interpreting current trends in the field of graphic design.
- Conducted storytelling workshops with students (aged 9 to 12) in a number of Indian schools, fostering discussion to increase awareness of the holistic qualities of a book published by Heartfulness.
- Presented effective and engaging concept-based visuals for their monthly wellness magazine as part of their in-house publication.
- Collaborated and co-ordinated with cross-country internal teams and external web-developer teams to strategise for a bilingual webpage, simultaneously managing and guiding the design team of three.
- Illustrated and animated a children's story for a part of educational material which was then broadcasted on the National Television channel, Doordarshan.

Key Achievement: Illustrated for the children's book "Tales from the Vedas and Upanishads," which went on to become an Amazon Best Seller.

“RevX”

Graphic and Motion Designer at a Singapore-based Programmatic Advertising Company

- Designed various promotional materials, website assets, and toolkits provided ensuring compliance with the brand's guidelines.
- Managed client expectations by customising and delivering consistency to the brand look and feel across multiple digital channels and platforms.
- Produced multiple award-winning explainer videos effectively within tight deadlines that were a recipient of the MMA Smarties Awards.

Key Achievement: Awarded Gold and 'India Best in Show' in MMA Smarties 2021 for Swiggy Campaign (Case Study video)

“Design Totke”

Communication Designer at a boutique design agency

- Established a Brand identity and guidelines for a range of upcoming wellness brands.
- Led the team conceptualising the client's workspace around the theme of employee well-being.
- Increased brand recognition by designing the company's stand for an HR Tech World Conference.
- Constructed a social media strategy to generate buzz for Flipkart's newly launched private brand, SmartBuy.

“SecUR Credentials”

Graphic Design intern at a background screening company

- Refined the company's internal branding by ensuring consistency across promotional materials.
- Conceptualized and developed advertising materials for the company based on the objective of the company.

VOLUNTEER WORK

“Storytelling Workshop”

Raised awareness about the children's book's holistic characteristics among students in various Indian schools through discussions and interactive storytelling sessions.

“Mood Indigo”

Volunteered as an assistant for the origami workshop at IIT Bombay's Annual festival, Mood Indigo.

“Swachh Bharat - Clean India”

Staged a public performance to raise awareness about the importance of environmental cleanliness.

SKILLSET PROFICIENCY

Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects

Digital Illustrations: Procreate