

ADITI KESHAV

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With over 3 years of experience in visual design and a Master's degree in Branding and Identity from the University of Arts London, my expertise is deeply rooted in creating visually compelling narratives. At Motorola, I honed my skills in visual design, playing a key role in the visual aspects of high-profile projects like the Motorola Razr and Edge launches. My design solutions, which are a blend of creative innovation and strategic insight, have been instrumental in these products' market success. My focus is on crafting unique visual experiences that are not only memorable but also deeply resonate with diverse audiences.

WORK EXPERIENCE

Motorola - A Lenovo Company

JANUARY 2020 - SEPTEMBER 2022

- Digital design intern
- Visual Designer
- Creative Lead Designer

Part of the global digital UX marketing team

- Spearheaded the creation of visually compelling and user-friendly experiences for Motorola's global websites, CRM, and social channels, ensuring brand consistency and user engagement.
- Played a pivotal role in the end-to-end process of major product launches, including the iconic Motorola Razr and Motorola Edge, contributing to successful market introductions.
- Led a significant redesign project for key website pages, including the homepage, with a strategic focus on mobile-first design, enhancing UX and accessibility.
- Provided mentorship and leadership to a team of designers, fostering professional growth and skill development among young professionals in the field.
- Instrumental in developing and refining Motorola's brand identity, collaborating closely with cross-functional teams to ensure brand consistency and impact across various platforms

First Launch - Think 201

MAY 2019 - JULY 2019

Graphic Design Intern

- Actively contributed to digital marketing campaigns by creating a range of creatives including illustrations, social media posts, GIFs, and videos, effectively enhancing online engagement and brand visibility.
- Played a key role in the development of branding materials, ensuring consistency and coherence in brand messaging across various platforms.
- Managed end-to-end design processes for impactful posters, demonstrating proficiency in typography and motion design.

TACIT Design Labs

JUNE 2018 - JULY 2018

Visual Communication Design Intern

- Led comprehensive branding and identity design projects, merging these with packaging and photography for consumer goods.
- Showcased expertise in typography, layout, and print media, managing and executing complex design projects.
- Applied a detail-oriented and creative approach to visual storytelling, ensuring cohesive and engaging brand imagery across various media.

AWARDS

MBG Bravo Award

2022 - MOTOROLA MOBILITY

Awarded for leading the homepage redesign project for the Global Website Refresh and Motorola edge 30+ launch.

MBG Team Excellence Award

2022 - MOTOROLA MOBILITY

CRM

MBG Bravo Award

2021 - MOTOROLA MOBILITY

Awarded for teamwork, leadership, going beyond role scope and exceeding on meeting business demands.

Adobe Top Talent

2019 - ADOBE DESIGN ACHIEVEMENT AWARDS.

Global recognition in the category- Print and Graphic

Awarded for my third-year chocolate branding and packaging project.

Prof. CNR Rao Merit Scholarship Award

2018 - PES UNIVERSITY

Awarded to the top 2% of PES University students in all programs of study

EDUCATION

University of the Arts London (UAL) - LCC

2022-2024

MA - Graphic Branding and Identity

Merit (Graduating in 2024)

PES University

2016-2020

Bachelor of Design - Communication design

CGPA - 9.70/10 (First Class With Honors)

SKILLS

Tools

Adobe Suite // Animate CC // Sketchup // Maya

Design Research

Strategy // Design Experiments // Primary and Secondary Research // Design Thinking

Design Practice

Branding & Identity // Packaging Design // UI Design
// Typography // Print design // Illustration //
Motion Graphics // Photography

UX

UX Design // User Research // Information
Architecture // Wireframing // Prototyping