ADITI KESHAV

PORTFOLIO
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CONTACT
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I'm a designer with over four years of experience. I recently completed my Master's in Graphic Branding and Identity from the University of the Arts London. My passion lies in crafting visuals that not only catch the eye but also tell a compelling story, making each project unforgettable. Not to brag, but I am also highly proficient with the Adobe Creative Suite.

EDUCATION

UNIVERSITY OF THE ARTS LONDON
2022-2023
MA - Graphic Branding and Identity

PES UNIVERSITY
2016-2020
B.DES - Communication design

THE TROPHY SHELF

MBG BRAVO AWARD
2022 - MOTOROLA MOBILITY

MBG BRAVO AWARD
2021 - MOTOROLA MOBILITY

MBG CRM TEAM EXCELLENCE AWARD
2022 - MOTOROLA MOBILITY

PROF. CNR RAO MERIT AWARD
2018 - PES UNIVERSITY

ADOBE TOP TALENT
2019 - ADOBE DESIGN ACHIEVEMENT AWARDS

WORK EXPERIENCE

MOTOROLA - A LENOVO COMPANY
JANUARY 2020 - SEPTEMBER 2022

Creative Lead Designer

Led Motorola's global digital design, enhanced user engagement and brand consistency, improved UX and accessibility, played a key role in the Brand Refresh Project, updated visual identity, directed social media campaigns, managed CRM, was crucial in flagship product launches, designed compelling product pages, mentored design team.

FIRST LAUNCH DESIGN STUDIO
MAY 2019 - JULY 2019

Graphic Design Intern

Standardized brand identities, designed informative infographics and print materials, enhanced brand communication, demonstrated typography proficiency, contributed to digital marketing campaigns, and created illustrations, motion graphics, social media posts, GIFs, and videos.

TACIT DESIGN LABS
JUNE 2018 - JULY 2018

Visual Communication Design Intern

Led branding initiatives, developed impactful brand identities and packaging designs, conducted professional product photography, engaged in design experimentation, showcased expertise in typography, layout, and print media, managed complex design projects, and applied a detail-oriented, creative approach to visual storytelling.

MOTIFS OF THE EARTH
JUNE 2017 - MARCH 2018

Freelance Designer

Developed branding collateral, executed product photography, crafted social media content.

AMAATRA ACADEMY
MARCH 2017 - MAY 2017

Graphic Design Intern

Redesigned primary school classrooms, integrated interactive learning elements, enhanced educational environment, created graphic design collateral, elevated aesthetic appeal of educational spaces.

TOOLS

Adobe Suite // Adobe Illustrator // Adobe Photoshop // Adobe XD // Adobe InDesign // Adobe After Effects // Adobe Lightroom // Adobe Premiere Pro // Animate CC // Sketchup // Maya // Figma // ChatGPT // Midjourney // Trello // Monday.com // Canva // Strategy // Design Experiments // Primary and Secondary Research // Design Thinking // Branding & Identity // Packaging Design // UI Design // Typography // Print design // Illustration // Motion Graphics // Photography // Social Media // UX Design // User Research // Information Architecture // Wireframing // Prototyping