

ADITI KESHAV

With over 4 years of enriching experience, I'm Aditi Keshav, a storyteller at heart, adept at turning ideas into visual narratives that captivate and engage. My journey, marked by reshaping Motorola's digital landscape and crafting bespoke designs at First Launch and TACIT, is a testament to creativity and strategic insight. Further honing my craft, I pursued a Masters in Graphic Branding and Identity at the University of the Arts London, subtly weaving this advanced knowledge into my work, enabling me to create designs that resonate on a deeper level.

SKILLS

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

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

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

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

AWARDS

MBG Bravo Award

2022 - MOTOROLA MOBILITY

MBG Team Excellence Award

2022 - MOTOROLA MOBILITY

Adobe Top Talent

2019 - ADOBE DESIGN ACHIEVEMENT AWARDS.

MBG Bravo Award

2021 - MOTOROLA MOBILITY

Prof. CNR Rao Merit Scholarship

2018 - PES UNIVERSITY

UAL Scholarship

2022 - UAL

Website <https://www.aditikeshav.com>

Behance <https://www.behance.net/aditikeshav>

LinkedIn <https://www.linkedin.com/in/aditikeshav/>

WORK EXPERIENCE

Motorola - A Lenovo Company

LEAD DESIGNER | JANUARY 2020 - SEPTEMBER 2022

Led global digital design initiatives, enhancing user experience and brand consistency. Directed successful product launches and Homepage Redesign Initiative, focusing on mobile-first design.

First Launch - Think 201

GRAPHIC DESIGN INTERN | MAY 2019 - JULY 2019

Standardized brand identities and contributed to digital marketing campaigns, enhancing brand presence with creative designs. Designed social media visuals, motion graphics, and print collaterals.

TACIT Design Labs

BRAND DESIGN INTERN | JUNE 2018 - JULY 2018

Led branding, identity, and packaging projects, blending typography and visual storytelling for unified consumer product imagery.

Motifs of the Earth

FREELANCE DESIGNER | JUNE 2017 - MARCH 2018

Developed branding collateral and executed product photography, aligning with marketing objectives and enhancing engagement through workshops and social media content.

Amaatra Academy

GRAPHIC DESIGN INTERN | MARCH 2017 - MAY 2017

Redesigned primary school classrooms with interactive elements, creating engaging educational spaces through graphic design collaterals.

EDUCATION

University of the Arts London (UAL)

2022-2023

MA - Graphic Branding and Identity

PES University

2016-2020

Bachelor of Design - Communication design