

ADITI KESHAV

With over 3 years of experience and a Master's in Branding and Identity from the University of Arts London, I specialize in visual design. My role at Motorola involved creating impactful visual narratives for high-profile projects like the Razr and Edge launches. My approach combines innovative design with strategic insight, focusing on creating unique, visually engaging experiences.

SKILLS

Adobe Suite // Sketchup // Maya

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

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

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

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

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

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

WORK EXPERIENCE

Motorola - A Lenovo Company

JANUARY 2020 - SEPTEMBER 2022

I've driven the visual and UX design for Motorola's global platforms, spearheading successful product launches and homepage redesigns, and have been central to both team leadership and brand identity enhancement.

First Launch - Think 201

MAY 2019 - JULY 2019

Crafted engaging visual content, including dynamic social media designs, motion graphics, and printable posters.

TACIT Design Labs

JUNE 2018 - JULY 2018

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

EDUCATION

University of the Arts London (UAL) - LCC

2022-2024

MA - Graphic Branding and Identity

PES University

2016-2020

Bachelor of Design - Communication design