

NEERAJA DHORDE

Communication & Graphic Designer

ABOUT ME

As a Communication Designer, I explore all kinds of media in print and digital mediums. The fields of my practice range from Creative and Art Direction, Critical Design Thinking, Design research, Illustration and Graphic Design. I believe in the process of developing any idea from the grassroots level with numerous explorations and trials until it reaches the delivery stage. Keen in understanding and coming up with creative solutions, I love to connecting with people. My goal is to make communication easier through my work.

EXPERIENCE

- Graphic Designer**
Aug 2020 — Present
- Club Psora**
 - Creating Brand Identity for the company
 - Working on brand strategy & guidelines
 - Designing across digital & print platforms for brand promotion
 - Website Design and asset creation
- Sales Advisor**
Dec 2019 — May 2020
- Nappa Dori, Covent Garden, London**
 - Handling communication on shop front
 - Managing customers
 - Advising the teams on sales & packaging
- Graphic & Animation Designer**
May 2018 — Jul 2019
- Studio Eeksaurus Productions (Mumbai, India)**
 - Creative Direction for film, print & advertising campaigns
 - Client Management & service design
 - Animation Direction and production management for large scale projects
 - Strategy & designing campaigns and creatives for social media
 - Art Directing the films & commercial advertisements
 - Managing the supply of props & hiring new talents
 - Post production supervision
 - Advising animation team on the designing stage of the campaigns
- Design Intern**
Apr 2017 — Jun 2017
- Thatzit Pvt Ltd**
 - Decoding design briefs & creating visual boards
 - Handling visual development projects & UI UX design
 - Problem solving & design development
 - Illustrating assets for packaging design
- Exhibitions & Display Intern**
2016 — 2017
- Dr. Bhau Daji Lad Museum**
 - Displaying the exhibits in the Museum.
 - Co-curating the content for publishing
- UAL Post Graduate Ambassador**
Sep 2019 — Jun 2020
- University of the Arts, London (UAL)**
 - Organizing student led events
 - Facilitating student facing seminars & leading them
 - Conducting workshops & hosting sessions

EXPERTISE

Digital and Print Design
Art Direction
Design Research
Design Strategy
Ideation
Branding and identity
Visualisation

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe PremierePro
Adobe AfterEffects
Microsoft Office
Mac & PC Systems

LANGUAGES

English (Fluent)
Hindi (Fluent)
Marathi (Fluent)
Gujarati (basic)

EDUCATION

- MA, Graphic Design Communication**
University of the Arts London (UAL), UK
Sept 2019 – Sept 2020
(Scored A+ grade, topped the course)
- BFA -Typography**
Rachana Sansad College of Applied Art & Craft, Mumbai. IN
July 2014 – May 2018
(Advertising Campaign on Dr. Bhau Daji Laad Museum)

CONTACT

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