



# Vidhi Jani

Communication Designer

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## About Me

A final year communication design student, passionate about crafting brand stories and visual identities by navigating through user and consumer experiences. As an upcoming designer, I specialise in collaborative work, generating ideas to create a superior set of design deliverables as an experiential designer.

## Work Experience

### Ogilvy

(July'24 - September'24)

Worked for brands like Asian Paints and JSW, conceptualizing design solutions for print and digital collaterals. I also led a 360° campaign for Asian Paints Beautiful Homes.

### Freelance

(May'24 - October'24)

#### M Advertising

I worked for Alchemy Capital Management, producing digital collaterals.

#### Surger Media Private Limited

Creating visual identity and brand guidelines for ACP.

### Ahmedabad Design Week

(January'22)

Worked on making different key visuals, digital and print media deliverables.

## Extra Curricular

### Social Media Head of Modus'23

A communication design fest

I excelled in teamwork and collaboration by creating dynamic designs adhering to strict deadlines.

### Co-Lead Artmandi'23

A fundraising event

Making collaterals to promote a design fest.

## Languages

English

Hindi

Gujarati

Marathi

## Software Skills

Adobe Photoshop

Adobe Illustrator

Figma

Adobe InDesign

After Effects

Premier Pro

Procreate

Adobe XD

## Areas of Interest

Branding

Integrated marketing communication

Packaging design

UX/UI

## Education

B.Des

Unitedworld Institute of Design (UID)  
Gandhinagar, Gujarat

12th HSC

Mithibai College  
Mumbai

10th ICSE

Vibgyor High  
Mumbai