

Janvi Parekh

parekhjanvi@hotmail.com
www.grafictrafic.com

Janvi is a multidisciplinary designer, with a career spanning over 5 years. She has experience working in creative agencies as part of large dedicated teams for industry-leading clients, which showcases her professional acumen. Additionally, she is also a self-starter that can build and maintain client relationships, as evidenced by her leadership as a freelancer.

Janvi believes the ethos of graphic design is the ability to break creation into a billion pieces and build it back with relevance, innovation and effectiveness. Her objective is to sew something authentic into the ever-changing fabric of the design world and her motto is that "no design is ever finished".

Experience:

Freelance Graphic Designer

2018 - Present

Nurrish - Packaging design; branding

- Designed product packaging and stationery for a plant-based milk alternative start-up (milk carton, thank you cards, business cards, website).

Diam Beauty - Branding; packaging design; website design; social media creatives

- Designed packaging for beauty products (lip gloss, blushes, lip balm).
- Designed PR packages for celebrities and influencer marketing, including copywriting and printing.
- Created static and dynamic content for Instagram page and website.
- Collaborated with in-house creative team and the Founder to review and finalise the deliverables.

Vegan Day - Packaging design refresh

- Updated existing product packaging to reposition the brand as "playful" (food boxes, milk cartons, delivery bags).

Business Cards - Designing; printing

- Bespoke and standardised offering for individuals and companies across multiple industries (e.g. jewellery/haute-couture, sports, real estate).

Sport Events - Logo design; wayfinding; marketing creatives

- Bespoke design and print of creatives to support navigation in large-scale events and venues.
- Team logo design and printed clothing delivery.
- Social media content creation for events.

Sales and Marketing Manager

Diaveer BV, Antwerp.

September 2020 - Present

- Company branding (logo design, brand guidelines, colour palette).
- End-to-end marketing asset design and development (posters, flyers, social media, business cards, QR codes) for the booths at Gem and Jewellery industry fairs across the globe (Hong Kong, JCK Vegas, Gem Geneva).
- Social media management (Instagram and websites for company branches in 5 countries) to generate sales leads.

Graphic Design and Social Media Intern

Thought Over Design, Mumbai.

January 2019 - September 2019

Under The Mango Tree - Packaging design for their honey products

- Human-centric approach - interviewed beekeepers in Northern India, to capture the story behind the product. Communicated the stories onto UTMT packaging design via illustrations; for premium and regular honey jars.

Well Being Nutrition - Logo design; photography; packaging design

- Complete branch identity design for their effervescent tablet product; photography and packaging design for their tube product format.

Nykaa - Logo refresh

- Developed a modern refresh of the existing logo, adhering to the Nykaa Brand and Marketing guidelines.

36 days of Type - Type design

- Designed a letter/number per day, for 36 days aligned to a body-positivity theme.
- Designs featured on Thought Over Design's social media accounts.

Blue Tokai Coffee - Cafe branding; Wayfinding

- Designed products (coffee cups, cutlery, napkins) for physical retail locations (i.e. Cafes) across Mumbai.
- Designed signage for wayfinding within retail locations.

Hbits - Promotional material for their real estate business.

- On retainer to client; designed promotional banners for new property listings across website and social media.

Khar se Pyaar - creating video content to raise awareness for anti-littering campaign in suburban Mumbai

- Sourcing and editing stock footage using AfterEffects to create video content.
- Designed banners to promote anti-littering policies to display across railway stations in Mumbai.

Thought over Design Social Media - Content creation; account management

- Designed static and dynamic content for Instagram stories and posts (e.g. ongoing projects, job opportunities, event coverage, etc).

Art Direction Intern

DieckertSchmidt, Berlin.

September 2018 - January 2019

Mercedes Benz Trucks - Promotional material

- Designed promotional material for a truck launch event, supporting key client objective in recognising the contributions and sacrifice of their driver workforce.

Warner Bros - Film poster design

- Designed the theatrical poster for German film - physical (billboards, popcorn tubs, tickets) and digital (social media, website).
- Worked with film director and photographer at photocall activities to reduce rework in the post production and editing of the final film poster.

Global Athletic Apparel - Business proposal support

- Ideated promotional content for the client's football Euro 2020 sponsorships.
- Developed mock ups and proof of concepts for client pitch meetings.
- Iterated on client feedback and designed follow-up content.

ZDFinfo: Violence awareness campaign

- Developed multiple metaphorical creatives (digital and analog) to convey the message of "prevalence of violence in everyday life".

Education

BA (Hons) Graphic & Media Design - Result: 1st Class Honours

London College of Communication, University of the Arts London (2016 - 2020).

Key projects:

- Ten Soups You Must Not Try
- Saffronisation of India
- SMUG

Art Foundation - Result: Good Pass

CCW Foundation, University of the Arts London (2015-2016).

Technical skills

- Adobe InDesign (5 years)
- Adobe Illustrator (4 years)
- Adobe Photoshop (4 years)
- Adobe PremierePro (2 years)
- Adobe AfterEffects (3 year)
- Blender (training ongoing)

Interests

- Formula One
- CrossFit
- Badminton