tanvi mehta

What do you get when you mix a design practitioner, human interest, and painstaking meticulousness?

A design researcher who thoughtfully creates experiences through strategy.

Tanvi explores the impact of design strategy on human behavior and, by extension, user experience. An eye for detail, design research, and scrupulous planning are strengths she brings to the table, along with a big heart and lots of tea sachets.

Phone Number : +1 646 515 5795

Email Address : tanvimehta6697@gmail.com

Website : www.tanvimehtadesigns.com

Linkedin : www.linkedin.com/in/tanvimehtadesigns/

Instagram Account : @tanvimehtadesigns

Technical Skills :

User Research, User Strategy, Wireframing, User testing, Prototyping, UI design, User Centred Design, Photoshop, Illustrator, Indesign, Flash, Fireworks, Adobe XD, InVision, Sketch, Figma, Interaction Design, Usability Testing, User, Rapid Prototyping, Visual Design, Branding & Packaging.

Soft Skills :

• Great communication skills, and ability to pitch.
• Has experience and is capable of giving design directions to the team, as well as able to do hands-on work.
• Interest in technology and how it can enable new possibilities.
• Capable of finding and organizing issues, and providing solutions.
• Excellent written, design, and verbal communication skills
• Professional experience in Branding, User Experience, and Adverstising.
• The ability to multi-task and handle changing priorities.
• Experience in collaborative teamwork.
• Ability to research and uncover insights and gauge new opportunities to create impactful systems.
• Excellent at observing with a curiosity to understand behaviors.

Certificates :

City of Gainesville Sprint
March 2022

Aspen Institute Design Sprint
December 2021

Visual Elements of User Interface Design
California Institute of the Arts// June 2020

Design Hackathon 2020
Winjit Technologies Pvt Ltd// July 2020

Education:

Parsons School of Design | The New School //
New York, United States of America
Secured a Master of Science in Strategic Design and Management
Recipient: Dean's Merit based scholarship

Srishti Manipal Institute of Art Design and Technology //
Bangalore, India
Secured a Bachelor of Design in Visual Communication and Strategic Branding.

Experience:

Adobe Inc. // Experience Researcher
California, United States of America // July 2023 - Present

Adobe Inc. // Design Strategy Intern
California, United States of America // May 2022 - August 2022

• Conducted research and discovery to gain a comprehensive understanding of opportunities and challenges from various perspectives including user, business, technology, and futurism.
• Synthesized insights from research to create cases that assisted in aligning leaders on key problems to be addressed.
• Developed frameworks, solutions and modeled the projected impact of systemic problems on relevant business metrics.
• Facilitated an ideation session for the International Rescue Committee to generate innovative solutions to address identified problems.

The Glitch, Flux // Visual Designer
Mumbai, India // March 2020 - June 2021

The Glitch, W.P.P. is India's leading creative agency headquartered in Mumbai, with offices in Delhi and Bangalore.

• Developed and executed campaign ideas, strategies, and visual style guides for prominent brands such as Netflix, Dell, One Plus, BoAt, Cred, Moms and Co, and Diageo.
• Led the design team on an international campaign for Dell during the pandemic, effectively collaborating with multiple teams within the agency and communicating with the client throughout the project. Received recognition as 'Employee of the Month' twice during this project.
• Researched, strategized, and designed graphics for various advertising videos across Instagram TV, YouTube, and LinkedIn for prominent brands such as Netflix, Dell, BoAt, Moms and Co, and Diageo.
• Ideated and designed campaign mockups for pitches to brands such as Cred, Pepsi, Bumble, and Pepperfry, resulting in the agency acquiring Cred, Pepsi, and Bumble as permanent clients.

Hepta // UX/UI Designer & Brand Visualiser
Mumbai, India // August 2019 - February 2020

The Hepta is a UI/UX and Technology agency, serving startups and businesses to achieve strategic objectives by delivering impactful UI/UX and technology services.

• Ideated and designed mockups for e-commerce and charity websites using Photoshop in collaboration with cross-functional teams including stakeholders, project managers, and developers to create responsive interfaces and a user-centered experience.
• Worked closely with teams of developers, user interface designers, and user experience designers to bring projects to fruition.
• Curated logos, brand guidelines, and packaging designs for upcoming brands to increase brand recognition and establish a strong visual identity.

Projects:

Boxers // Working with Calvin Klein to construct sustainable solutions to reduce the amount of packaging used for men's underwear. Through research and insights, come to interrogate the question, "What is the value of the box?"
Integrated Studio class with Calvin Klein at Parsons School of Design.

• Collaborated as a Design Researcher and Strategist within a Student Consultant Team.
• Led the development of an innovative alternative underwear display to minimize packaging waste.
• Successfully reduced the number of packaging tiers while ensuring utmost flexibility, security, and hygiene.
• Crafted a transformative customer experience that actively engages and inspires individuals, prompting them to question traditional packaging norms.
• Designed a comprehensive and inclusive shopping journey that prioritizes accessibility and responsibility.
• Technologies used: Miro, Mural, Google Survey, Notion, Adobe Illustrator, Photoshop & Indesign.

Library // LIBRARY is an innovative digital tool that utilizes AI technology to consolidate and analyze Environmental, Social, and Governance (ESG) performance factors concisely and in a user-friendly manner, to catalyze meaningful impact.

• Conducted primary and secondary research, synthesised information and insight generation, as well as executed early ideation analysis, prototyping, testing and final product.
• Worked on the Business Model Cavas for this application.
• Technologies used: Miro, Mural, Figma, Adobe Illustrator.

Creative Collaborations // Worked in a 'Creative Collaboration' project in Kutch with a Rabari artisan and built a system to bridge the communication gap between her and the target audience by using storytelling.

• Performed primary and secondary research, conducted field experiments and insight generation, executed early ideation and market analysis, prototyping, and customer feedback for creating a tool to reduce the communication gap between the artisan and her audience.
• Workd on a Business Model Canvas for this system.
• Technologies used: Adobe Illustrator, Photoshop and InDesign.