

New York, NY
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Portfolio: vidishaagarwal.com

Vidisha Agarwal

EDUCATION

School of Visual Arts

Master of Professional Studies, Branding

Department Scholarship Recipient

Coursework included Strategy Development, Psychology & Persuasion, Design Research & Audit

New York, NY

Graduation: August 2024

Symbiosis Institute of Design

Bachelor of Design, Communication Design

Coursework included Brand Design, Packaging Design, Publication Design, User Experience Design

Pune, India

Graduation: August 2021

Sarabharatiya Charu O' Karukala Niket

Diploma in Fine Arts

completed with distinction

Kolkata, India

Graduation: April 2018

EXPERIENCE

SVA MPS Branding | Department Content Strategist

- Extensively researched branding topics and current culture to create online content
- Conducted interviews with faculty and students for differentiated strategic content
- Designed posts and video content (ideation and execution) that boosted views and increased following

New York, NY

Present

Lewis Latimer House Museum | Brand Designer & Strategist

- Conducted in-depth market research and audit to identify opportunities for brand positioning and differentiation
- Conducted brand audits to identify areas of improvement and opportunities for growth
- Developed customized brand strategy, including positioning and messaging guidelines
- Designed a detailed visual identity system to express the new strategy

New York, NY

Present

The Turtle Story | Brand Designer

- Achieved client acquisition by winning three new accounts through effective pitches
- Directed the brand design process from concept to launch, encompassing strategy, visual identity, and packaging, for seven companies across diverse sectors such as aviation, law, healthcare, clothing, skincare, and F&B. This resulted in successful brand launches and significant subsequent growth
- Spearheaded event branding for GJEPC India's IIJS 2023 which resulted in winning the IIJS Icon award and provided a gateway into the global jewellery industry and new client acquisitions.
- Voluntarily handled various social media accounts, creating and curating content to enhance the company's online presence and engagement
- Managed and mentored four cohorts of interns and three full-time junior designers on various projects under intense deadlines to ensure quality and consistency of all deliverables

Mumbai, India

August 2021 - June 2023

3 Minds Digital | Graphic Design Intern

- Designed the visual identity and packaging for brands in categories like banking, nutrition, Food & Beverages, and travel
- Collaborated with designers to create publication for one of India's top insurance companies

Mumbai, India

February 2021 - May 2021

ACCOMPLISHMENTS

SVA Paula Rhodes Memorial Award

for Academic Excellence in Branding

2024

PRINT Magazine

Featured project called 'love at first line' - a collection of analysis of 100 excerpts from various books

2024

Titan Smart Watch Graphic

Shortlisted in the top 10 out of 130+ entries for designing TitanX smartwatch dial graphics, with the design selected as a standard dial graphic for the watch

2020