

# Vishali Bawa

Design Strategist | Visual Designer

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## CONTACT

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## EDUCATION

**PARSONS SCHOOL OF DESIGN** - The New School, New York, USA, 2016 - 2018  
(MS) Strategic Design and Management

Relevant Coursework - Design Strategy, Innovation and Leadership, Sustainable Business models and Managing Creative Projects and Teams. (3.92 GPA)

**SIR J.J. INSTITUTE OF APPLIED ARTS**, Mumbai University, Mumbai, India, 2011 - 2015  
(BFA) Bachelor of Fine Arts

Relevant Coursework - Communication Design, Information Design, Advertising and Visual Communication.

## EXPERTISE

Design Research  
Creative problem Solving  
Purpose-driven Design  
Research methodologies  
Mapping and Synthesis  
Foresight Strategy

### User Experience Design

Graphics and Branding  
Information Architecture  
Insights based Story Telling  
Opportunity framing  
Interaction Design (UI/UX)  
Prototyping and Testing  
Empathy building

### Innovation Strategy

Integrative Collaborations  
Business Model and Strategy  
Workshops Facilitation  
Presentation skills

### Softwares

Adobe Creative Suite  
Invision - Prototyping  
Marvel - Prototyping  
SketchUp - 3D Modeling  
Final Cut Pro  
Microsoft Office  
iwork

## LANGUAGES

English - Advance  
Hindi - Native  
French - Intermediate

## INTERESTS

Sports - Swimming, Table Tennis  
Dance - Salsa and Bachata  
Music - Indian classical, Guitar  
Art - Doodling, Painting, DIY  
Photography

## WORK EXPERIENCE

**ENDEAVOR (WMI | IMG), NEW YORK, USA** - August 2018 to Present

Designer - Creative Team, Global Marketing

Current Brands: Anheuser Busch, Bumble, Michelob Ultra, PapaJones, Nashville Innovation Festival.  
Working on Pitch Presentations to acquire new clients, Ideation and innovative concept mock ups and pitches for existing clients, designing logo units for sub-brands and promoting brands on social media platforms by producing engaging design layouts.

**TAPROOT+, NEW YORK, USA** - May 2018 to June 2018

Design Consultant

Worked with Rain for the Sahel and Sahara Inc. Portsmouth, New Hampshire. Took charge of bringing out their story in the best possible way via research, design, marketing and creating better engagement around the cause to help connect donors with the company goals and mission.

**WATERAID AMERICA, NEW YORK, USA** - March 2018 to May 2018

Design Intern - Marketing and Engagement Team

Collaborated with the marketing team on developing strategies and creating compelling user - centric design content such as supporter toolkits, reports, presentations, brochures and other marketing collateral for social and digital channels to optimize impact and for the purpose of empathy building.

**ROYAL FASHION GROUP, NEW YORK, USA** - May 2017 to July 2017

Strategy and Design Intern

Defined and managed research protocols, identified opportunities and proposed design solutions for the brand to connect with the target audience and increase sales by revamping their corporate identity, website, packaging, banners, pitch presentations and events.

**PLANNED PARENTHOOD, NEW YORK, USA** - October 2016 to July 2017

Design Researcher and Strategy Consultant

Deployed design methods to frame, develop and execute a cutting-edge solution, through offerings such as research, organizing co-creation workshops with the PPNYC staff, planning the facilitations, projecting user journey mapping, developing insights into collaborative ideation sessions, prototyping and testing.

**BRANDMOVERS, MUMBAI, INDIA** - July 2015 to June 2016

Graphic Designer

Brands worked on: Biba, Yatra.com, Indianroots, Hometown, Zte, U2opia Mobiles, Exness.  
Initiated and developed new communication and brand strategies by planning, designing and revamping social media engagement posts - product posts, launch posts, festive posts, contest posts, e-mailers, micro-sites, etc on various digital platforms.

**LEO BURNETT, MUMBAI, INDIA** - April 2014 to May 2014

Creative Intern

Brands worked on: Sony Pix, HDFC Bank, McDonalds, Adlabs Imagica, Laadli(NGO).  
Designed and executed detailed concepts through sketches and models based on users insights, created art collaterals such as brochures, Logos, E-mailers and worked on innovative Media.