

Nidhi Mehta

Graphic Designer

I love imagery in all fields and I never stop exploring new styles and forms of self-expression to improve my skills.

I yearn for adventure, and travel, and am constantly inspired by new experiences. If conceptualising designs and leading teams is my forte, gaining knowledge on User experiences is my passion!

Experience

2020 - 2021

Associate Art Director

The Glitch Media Pvt. Ltd. | A VMLY&R Company (WPP)

Led a team of 3 junior and senior graphic designers to deliver static and dynamic assets for 15 brands. Managed and led 20+ pitches that resulted in successful client acquisitions for Glitch. My role allowed me to be the voice of the design team across various stakeholder touch points. I continued to be the Design lead on multiple global LinkedIn campaigns across 7 key countries.

Key projects:

- Design Lead for the Launch of Xiaomi's new phone in 2021 - Mi 11 Ultra.
- Design Lead for Bigbasket Beauty Store's various campaigns & retainer
- Led Multiple campaigns for LinkedIn across the APAC & EMEA regions.

Key strengths: Team management & leadership, Cross-functional excellence.

2019 - 2020

Senior Graphic Designer

As a Senior Graphic Designer, I was the design lead on multiple projects of key importance to the organization. This involved the conceptualisation and delivery of multiple designs with short turnaround times. Managed a team consisting of a Graphic designer and a design intern. My major focus during this role was on managing LinkedIn's 360-degree campaigns across the APAC region.

Key projects:

- Design lead on LinkedIn's biggest outdoor marketing campaign in India - "LinkedIn in it together." Created 40+ OOH assets for 3 cities, metro wraps for 2 cities and digital assets.
- LinkedIn Spotlight - Digital Assets for the campaign, across 4 countries.

Key strengths: Conceptualising designs with a global tone of voice, Multitasking on various brands.

2018 - 2019

Graphic Designer

Worked as a Graphic designer on LinkedIn India's social media campaigns. I was given the responsibility of managing LinkedIn India's retainer for Facebook and Twitter, delivering up to 40 assets per month on each platform.

Key Projects:

- LinkedIn India Power Profiles Campaign - Social Media Assets
- LinkedIn X MTV Get A Job, Season 2(TV Series) - Social Media Assets

2016-2018

Freelance Graphic Designer

2015

Internship

WYSIWYG Communications Pvt. Ltd. (Kolkata, India)

Skills

Photoshop



Illustrator



Adobe XD



WIX



Contact

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Location

Salzburg, Austria

Website

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Education

2022 - present

Google Certified UX Design

Online Course

2011-2015

Bachelor In Multimedia(BMM)

St. Xaveir's College

Kolkata, India

1996-2011

Birla High School for Girls

Kolkata, India