



PRIYANKA MEHTA  
graphic designer — illustrator

WHO'S THIS?

HELLO!  
Adaptable — Enthusiastic — Curious

Since being born and raised in India, I have been residing in Ho Chi Minh City, Vietnam for the past two years. As a qualified, highly-motivated professional and creatively-driven Graphic Designer, I am currently **looking to expand my industry experience** and enhance further my skills as both an artist and designer. **I am available for employment from April 2019.**

With **three and a half years of experience** so far, I have worked in multiple environments; from an independent design studio, to a fast-paced, corporate advertising agency. My core interests lie in building and **developing brand identities and strategies, illustration** work, print, editorial design, designing for digital interfaces and packaging.



LET'S GET IN TOUCH  
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Education

**SRISHTI INSTITUTE OF ART, DESIGN & TECHNOLOGY**  
Feb 2011 — July 2015 // Bengaluru, India  
Professional Diploma in Visual Communication

**L'ÉCOLE DE DESIGN NANTES ATLANTIQUE**  
Feb 2014 — June 2014 // Nantes, France  
Exchange Programme: International Class of Brand Design

**LA MARTINIÈRE FOR GIRLS**  
Graduated in July 2011 // Kolkata, India  
High School, I.C.S.E & I.S.C. Certification

Skills & Interests

+ SOFTWARE SKILLS

**ADOBE CREATIVE SUITE**  
Profficient in Adobe Illustrator, Adobe Photoshop and Adobe InDesign

**MICROSOFT OFFICE**  
Profficient in Microsoft Word, Excel, Power Point and Keynote

**MOTION GRAPHICS**  
Familiar with Adobe Flash, Adobe Premier Pro and Adobe After Effects

+ DESIGN SKILLS

Developing Visual Languages  
Building Brand Strategies  
Logo Design  
Packaging Design  
Service Design Thinking  
Print & Editorial Design  
Hand-drawn and Vector Illustrations  
Designing Presentation Decks  
Basic Copywriting  
Designing for Mobile & Web Interfaces  
UI & UX Design  
Wireframing  
Data Collection  
Data Visualization

+ LANGUAGES

**ENGLISH** (Native Speaker)  
**HINDI & BENGALI**  
**GERMAN** (A2 Certification, 2016)

+ HOBBIES

**Photography:** Interested in collecting old analogue cameras and shooting with film. This has helped build my eye for detail and composition.

History, Design and Literature related books and podcasts.

Movies, Costumes, Dancing and Theatre — a major influence from growing up in the land of Bollywood.

Recognition

- Redesigned 'The Park Living Magazine' and have **five editions** published
- Responsible for the brand identity and visual language of **GenderFunk**. Creator of the logo, FB Event Banners and upcoming merchandise
- Collaboration with **Pluie** for the '#plantslove' project with notebooks distributed around India
- Illustration published on Women Who Draw

Work Experience

+ **GREY GROUP GLOBAL, AMEA**  
March 2017 — Current // Ho Chi Minh City, Vietnam

- Brand Identity + Logo Design + Collaterals
- Illustration + Packaging Design
- Website + App Building
- Presentation Building
- Basic Copywriting
- Print + Publication Design

Clients: Phu Long Real Estate Co., Prudential, Sanofi, Deutches Haus, 7up, Revive, Tea+, Hoa Phat, VP Bank, Sun Grand City, Palm Garden, Infinity, Tiger, HK Land, Alpha King, Vietlott...

+ **FREELANCE GRAPHIC DESIGNER**  
2017 — Current // Ho Chi Minh City, Vietnam

- Lead Designer at GenderFunk
- Enhance Logo + Presentation Decks
- Body Concept Merchandise
- Pluie x Priyanka Collaboration

+ **TSK DESIGN**  
Sept 2015 — Jan 2017 // Bengaluru, India

- Redesign The Park Hotel's 'Living Magazine'
  - Brand Identity Guidelines for a rebranded Vidyashilp Academy, design of collaterals
  - tsk Design's Website and office wall graphics
- Clients: The Park Hotels, Vidyashilp Academy

+ **INTERNSHIPS**  
2012 — 2013 // Kolkata, India

- **WYSIWYG PVT. LTD.**  
Dec 2013 — Jan 2014
- **BATES CHI & PARTNERS ADVERTISING AGENCY**  
April — June 2013
- **INNER CIRCLE ADVERTISING INDIA PVT. LTD.**  
April — June 2012