

OMISHA GANDHI

BRAND DESIGNER, ART DIRECTOR, ILLUSTRATOR

OMISHA.8@GMAIL.COM
WWW.OMISHAGANDHI.COM

I'm an art director and multidisciplinary designer working across brand identity, visual systems, illustration and art direction. I'm cross-disciplinary by nature, and my practice sits at the intersection of strategic thinking and design. Working across disciplines has allowed me to build a broad perspective on how ideas can take shape, and to work across a wide range of categories, from hospitality and beauty to technology, fashion and consumer brands. I take fun very seriously, and I like work that is strategically considered while still leaving room for instinct, humour, play and a bit of whimsy

WORK EXPERIENCE

LEADERSHIP EXPERIENCE 2024—PRESENT

Art Director — Rare Ideas (Design Agency)
2025—Present

Working across hospitality and consumer brands, developing creative ideas and visual systems from strategy through execution. Leading a team of 5 designers while remaining hands-on across identity, packaging, spatial design, illustration and art direction. Translating strategy into distinctive brand worlds and scalable systems.

Head of Design — Subculture Media Labs (Media Agency) 2024

Leading a 4-person design and animation team across brand, visual and motion design, working across digital product projects. Directing multidisciplinary work from concept through execution, translating ideas across formats.

INDEPENDENT STUDIO 2020—2024

Directed and delivered 20+ projects for 12+ clients across India, the UK, US and Europe, spanning apparel, technology, interiors, packaging, publications and public art.

Hike Medical (Health-tech, USA): Brand and visual system including logo, core identity, motion graphics, and concept artworks.

Brevo (PushOwl, E-commerce): Graphics library for an e-commerce marketing platform owned by global communications company Brevo.

Hackney Council (Public Art, UK): Large-scale public mural commissioned by the City Council in London.

Label Graph (Apparel): Sustainable capsule apparel collection with original surface prints, campaign visuals, and identity.

Objectry (Home Decor): Commissioned artwork and wallpaper series for residential and retail spaces.

Neetricks (Ed-tech): Visual system including brand identity, illustration, and portal UI.

SKILLS

CORE DESIGN:

Brand identity, art direction, illustration, campaign design, packaging, visual storytelling

DESIGN APPROACH:

Strategic thinking, concept development, world building, research, visual systems, cross-disciplinary practice

SOFTWARES:

Adobe Creative Suite, Figma, Procreate, Blender

EDUCATION

MA in Visual Media:

University of the Arts London
2022-24

UAL International Postgraduate Scholarship '22

Grade A+ Distinction

Thesis: Cartoons as Philosophical Catalyst

B.Sc. Fashion Design, Diploma in Fashion Apparel Design:
School of Fashion Technology
2014-2017

OMISHA GANDHI

BRAND DESIGNER, ART DIRECTOR, ILLUSTRATOR

OMISHA.8@GMAIL.COM
WWW.OMISHAGANDHI.COM

FEATURES

EXHIBITIONS

Homo Ludens: Lalaland Festival, Amsterdam, 2025

Homo Ludens: Museum of Goa, India, 2024

Flatworld Cartoons: Portico Gallery, London, 2024

The Space Between: TM Lighting Gallery, London, 2023

LCC Postgraduate Showcase: London College of Communication, London, 2023

RESEARCH PRESENTATIONS

Thesis Presentation: LCC Symposium, London, 2023

PUBLICATIONS

Rookie Dough: London, 2023

Artefact Magazine: London, 2023

WORK EXPERIENCE

FOUNDATIONAL ROLES 2017–2020

Visual Communication Designer — JODI (Fashion Label) | 2018–2020

Designed campaign visuals, brand assets, and surface patterns for apparel and home collections, while mentoring interns.

Junior Apparel Designer — More Mischief (Fashion Label) | 2018

Developed menswear collections from concept through to production, collaborating cross-functionally with manufacturing teams to align design intent with execution.

Fashion Intern — Texport Overseas (International Export House)

Assisted in merchandising and sourcing, gaining hands-on insight into large-scale apparel industry processes. Worked on projects for international brands including Ralph Lauren and Ann Taylor.

VOLUNTEERING EXPERIENCE

Illustrator — Createdu India Foundation (NGO) | 2019

Produced educational illustrations for learning materials and campaigns.

Graphic Designer & Visual Artist — Sutradhar India (NGO) | 2019

Designed visual content to support community-based education initiatives.

Arts Facilitator — The Apprentice Project (NGO) | 2018

Led creative workshops for children, focusing on visual storytelling and self-expression.

INTERESTS

Outside of my design practice, I also have a visual arts practice, I'm trained in Indian classical music, and have been singing and playing multiple instruments for 15 years. I used to roller skate competitively, and now just do it for fun. (Read: hyper-fidgety, curious person who likes to do a lot of things, but seriously.)