

# OMISHA GANDHI

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## SUMMARY

Multi-disciplinary artist and designer with 7 years of experience in graphic design, visual communication, and art direction. I take a cross-disciplinary approach, blending traditional and digital practices to craft impactful narratives and innovative solutions. With hands-on expertise in branding, motion graphics, and illustration, my generalist perspective helps me effectively lead and direct creatives. Highly adaptable and research-driven, I work across diverse industries to deliver thoughtful and unconventional design solutions.

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## KEY SKILLS

Visual Storytelling | Concept Development | Cross-Disciplinary Research  
Art Direction | Brand Design | Illustration  
Adobe Creative Suite | Figma | Procreate | Blender

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## WORK EXPERIENCE

### Design Head, Subculture Media Labs

Sep 2024 - Present

- Guiding the aesthetic direction for a team of 4 creatives, ensuring alignment with a unified creative vision while being actively involved in the execution of design work.
- Leading in-house product development, including an interactive tourism map, a spatial computing-based social platform, and an ERP system for creative teams.
- Handling branding and digital marketing needs for retainer agency clients, ensuring high-quality design across various platforms.
- Mentoring freshers, fostering a collaborative environment to support their growth and enhance overall team output.

### Freelance Visual Artist and Designer

Aug 2020 - Sep 2024

- Spearheaded brand and visual design for **20+ clients** across healthcare, tech, education, apparel, and public art sectors, successfully delivering **30+ projects** in brand identity, motion graphics, and illustration.
- Crafted cohesive visual direction and conceptual design strategies, ensuring compelling brand narratives across all client projects.
- **Notable projects:**
  - Hike Medical: Developed and implemented comprehensive brand identity system for an AI-driven healthcare company, encompassing website, app, and social media platforms.
  - Label Graph: Led creative direction for a sustainable fashion capsule collection, delivering surface print designs, campaign materials, and brand identity.
  - Mural Project: Principals of Nature: Contributed to a large-scale mural in London, commissioned by Hackney Council and sponsored by Art Fund.
  - Objectry: Designed a concept artwork and wallpaper collection, merging aesthetic appeal with practical functionality.
  - Neetricks: Orchestrated complete visual design for an educational technology platform, including brand identity, educational illustrations, and portal interface.

## Graphic Designer, JODI

Nov 2018 - Aug 2020

- Created brand design and visual storytelling for 6+ collections, crafting unique visual identities and narratives while ensuring cohesion with JODI's brand language.
- Developed surface patterns and graphic designs for apparel and lifestyle products, including hand-block printed garments and accessories.
- Designed ongoing graphic communication assets, including newsletters, social media graphics, and promotional materials, ensuring alignment with JODI's overall visual identity.
- Managed up to 4 graphic interns, mentoring and overseeing their contributions across various projects.

## Junior Apparel Designer, More Mischief

2017 - 2018

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## EDUCATION

### MA in Illustration and Visual Media, University of the Arts London

Sep 2022 - Dec 2023

- Grade A+ Distinction | Thesis: Cartoons as Philosophical Catalysts
- UAL International Postgraduate Scholarship Recipient 2022

### Diploma in Fashion Apparel Design, School of Fashion Technology

Jun 2014 - Jul 2017

### B.Sc. in Fashion Design, YCMOU

Jun 2014 - Jul 2017

- *Best Innovative Collection 2017*
  - *Consortium of Green Fashion Winner 2016*
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## ART EXHIBITS AND RESEARCH PRESENTATIONS

- Homo Ludens, Museum of Goa in collaboration with Lala Foundation and Funds for Cultural Participation, Netherlands – Joint Jesters Section, Oct–Nov 2024
  - Flatworld Cartoons Animation Showcase, Portico Gallery, London, May 2024
  - London College of Communication Postgraduate Showcase, UAL, Dec 2023
  - Symposium, London College of Communication, Dec 2023 – Research Presentation: 'Cartoons as Philosophical Catalysts'
  - The Space Between by Made in Arts London, TM Lighting Gallery, Sep 2023
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## FEATURED PUBLICATIONS

- Rookie Dough: Creature Feature, April 2023
  - Artefact Magazine March Edition, 2023
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## VOLUNTEERING & INTERNSHIPS

- Illustrator, Createdu India Foundation, 2019
  - Graphic Designer and Visual Artist, Sutradhar India, 2019
  - Arts Facilitator, The Apprentice Project, 2018
  - Design and Merchandising Intern, Texport Overseas, Jun–Aug 2017
  - Styling Intern, Wooplr MyStore, Mar–Jun 2017
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## OTHER INTERESTS

- Multi-instrumentalist and vocalist with a background in Indian Classical Music.