

OMISHA GANDHI

GRAPHIC DESIGNER, ILLUSTRATOR, ART DIRECTOR

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

SKILLS

CORE DESIGN:

Art direction, apparel graphics, brand design, illustration, all over prints, typography

DESIGN APPROACH:

Research-based, conceptual thinking, visual storytelling, trend study, colour theory, cross-disciplinary collaboration

SOFTWARES:

Adobe Creative Suite, Figma, Procreate, Blender

I'm a graphic designer and illustrator with 7+ years of experience creating brand systems, apparel graphics, and visual communication for fashion, hospitality, health tech, ed-tech, and publications. This range has made me quick to adapt, fluent in translating ideas into visuals, and able to design with cultural and contextual awareness. I've led teams and collaborated globally on projects of different scales. My focus is on clarity, concept, and craft –building design that feels intentional and distinctive.

WORK EXPERIENCE

LEADERSHIP EXPERIENCE 2024–PRESENT

Art Director — Rare Ideas (Brand & Strategy Agency) 2025–Present

Leading a team of 5 designers on hospitality brand projects, delivering identity, packaging, wayfinding, menu design, photography direction, and all digital/print collateral needed to bring brand worlds to life. My role combines hands-on design with guiding the creative vision, ensuring every touchpoint is consistent and intentional.

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

Led a 4 person design and animation team across brand, and motion design, directing in-house builds like an interactive tourism map, a spatial computing platform, and an ERP system for creative teams.

INDEPENDENT STUDIO 2020–2024

Directed and delivered over 20 projects for 12+ clients across India, the UK, the US, and Europe, exploring apparel, tech, 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.

EDUCATION

MA in Illustration and 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

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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 work, I roller skate, make music, and have been trained in classical music for 15 years, playing multiple instruments.