

**Disha Shetty**  
Graphic Design

+1 (646) 243-8704  
dishashetty05@gmail.com  
disha-shetty.com

## Education

Parsons School of Design  
BFA Communication Design  
Politics Minor  
BFA Dean's Scholarship  
Graduated 2022  
New York City

## Languages

English  
Fluent/Native

Spanish  
Basic

Mandarin  
Basic

Hindi  
Basic

## Skills

Adobe Creative Suite  
HTML, CSS, JavaScript  
Branding Design  
Marketing  
Motion Graphics  
Animation  
Editorial Design

## Experience

### Yext

Graphic Designer  
New York City, Aug 2022 - Present  
*Marketer of the Month Award*

- Collaborated with cross-functional teams to redesign website homepage and strengthen it as an important marketing asset, with refreshed branding that matches the company's ICP and provides a modernised user experience
- Led design for a competitor buyout campaign that increased brand awareness and deals won
- Led creative for a brand activations at global tech conferences to attract clients internationally by translating complex ideas into compelling demonstrations of Yext products

### NBCUniversal

Graphic Design Intern  
(Oxygen & SYFY)  
New York City, Spring 2022

- Created appealing key-art for shows featured on platforms like Hulu
- Developed interactive branded premiums for CrimeCon 2022 attendees, resulting in impactful and memorable interactive promotional materials
- Innovated show logos and crafted engaging on-air motion graphics, enhancing show themes and boosting viewer excitement for tele-events

### Precision Strategies

Graphic Design Intern  
New York City, Fall 2021

- Created compelling social media graphics, capturing goals of diverse campaigns
- Crafted visually engaging marketing materials, (e.g. infographics & brand decks) to communicate complex ideas and data in a simplified manner
- Ensured unique branding & messaging needs were met for high-profile clients, including Goldman Sachs, The Bill & Melinda Gates Foundation, Intel, March For Our Lives, etc.

### Nomi Network

Contract Graphic Designer  
New York City, Spring/Summer 2021  
Graphic Design &  
Social Media Intern  
New York City, Fall 2020

- Spearheaded comprehensive rebranding, modernising and humanising the NGO's visual identity to align with their mission
- Designed impactful social posts and user-centric webpages, engaging online community on trafficking awareness and their online retail store
- Led packaging redesign, blending Indian & Cambodian cultures with modern appeal
- Designed digital, print, and spatial materials for events, conveying initiatives to stakeholders
- Introduced dynamic motion graphics and animations to the organisation's visual repertoire to convey complex and sensitive narratives

### Mandarin Matrix

Graphic Design Intern  
& Illustrator  
Hong Kong, Summer 2019

- Designed educational storybooks for primary school students in HK and USA to learn Mandarin by translating complex themes and subjects into engaging illustrations for interactive learning
- Designed marketing materials for the Hong Kong Young Writers' Award, attracting budding writers