



ART DIRECTOR | GRAPHIC DESIGNER | BRANDING

About Me

Hi, I am Aashi Methi a creative brand designer, graphic designer, and art director with a strong background in animation and graphic design. Currently pursuing my MA in Advertising at SCAD. My passion is turning ideas into visuals that not only stand out but also resonate with the audience.

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Atlanta, Georgia

Education

Savannah College of Art and Design

MA in Advertising
2023-2025

Redsketch Commercial Art Academy

Diploma in Graphic Designing and Motion Graphics
2021-2023

Birla Institute of Technology, Mesra

BSc. in Animation and Multimedia
2019-2022

India International School (IIS)

Commerce with Multimedia
2014-2019

Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe XD
Figma
Microsoft Office Suite
Canva
Adobe Premiere Pro

Soft Skills

Social Media Engagement, Teamwork
Organizational Skills, Problem Solving,
Multi-Tasking, Time Management,
Collaborative, Presentation Design,
Visual Design, Campaign Strategy,
Branding, Color Theory, Typography

Language

English Hindi

Design Work Experience

March 2024 - Present
SCAD FASH Museum of Fashion + Film

SCAD Fash Museum Docent - Part-Time

- Conduct engaging tours for visitors, ensuring high levels of interaction and satisfaction.
- Manage various fashion industry events to guarantee smooth flow and successful outcomes.

March 2023 - August 2023
Paloma St James | Atlanta, Georgia (Remotely)

Designer, Social Media Marketer

- Social Media Marketer at Paloma's Sustainable Clothing Brand.
- Created illustrations and designs to enhance brand identity.
- Managed social media accounts, ensuring cohesive messaging.
- Led campaigns to increase engagement and reach, contributing to major projects like e-book illustrations and color schemes.

April 2021-March 2023
Vitreat Studio | Jaipur, Rajasthan

Graphic Designer - Freelance

- Managed social media accounts for various companies, overseeing brand campaigns.
- Designed logos, banners, and pamphlets to strengthen brand presence.
- Brainstormed branding strategies and provided art direction for cohesive brand representation.

January 2021-March 2021
YES Softech | Jaipur, Rajasthan

Graphic Designer - Intern

- Creating social media creatives to enhance brand visibility.
- Strategizing content for multiple accounts to maintain consistency.
- Designing web banners to optimize online presence.

April 2019 - May 2019
Make It Worth Digital | Jaipur, Rajasthan

Social Media Marketer - Intern

- Managed a two-month election campaign as a social media marketer.
- Utilized various social media platforms, notably Facebook, to optimize and execute the campaign.
- Implemented strategies to maximize reach and engagement during the election period.

Additional Work Experience

Jan 2019 - Present
GiftyBasket | Jaipur, Rajasthan

Founder, CEO

As the founder of a startup gifting company, I oversee all aspects of the business, including website design, social media engagement, promotional ad development, and brand management. I also handle customer interactions, providing personalized guidance to ensure a seamless and efficient ordering experience for our clients.



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📍 Atlanta, Georgia

References

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Madison Govedich

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