



NISHITA HARSORA

A little bit about me... I am a multidisciplinary designer based out of Bangalore with over nine years of experience in Branding and Communication Design. What sets me apart is my belief that every brand has a unique story to be told, and I approach each project intending to solve problems visually. I thrive on thought-provoking challenges and enjoy working with like-minded individuals to make a positive difference.

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Skills

My Toolkit



I believe I am good at..

Collaboration
Time Management
Project Management
Research & Study

Attention to Detail
Team Building
Following Work Ethics
Logical Thinking

Adaptability
Facilitating Efficiency

Work Experience

InMobi

Aug 2021 - Present
(Bangalore, India.)

Art Director

I played a significant role in creating promotional content and developing strategies around native & banner ads for a global audience, notifications on IWeather, interaction design, Playstore optimisation resulting in a 50% jump in installs, Glance lock screen & in-app creatives hit 72.6% first widget open rate. I worked with two design teams, supporting them in identifying design solutions, building and standardizing UX templates. By implementing consistency and collaborating with both the design and development teams, I successfully bridged the gap between UX, design operations, and the marketing team.

Designed and templated pitch decks comprising from various target audiences for the B2B segment. Involved in various initiatives such as revamping the InMobi website with a mobile-first and user-centered approach, design engaging trade show splash screens, landing pages, developing the 2023 brand guideline, ad campaigns, company diary etc.

Pixplode

Apr 2017 - Aug 2021
(Mumbai, Bangalore, India.)

Co-Founder & Principal Designer

As a principal designer I have worked with multidisciplinary teams, designed various conceptual brand identities, websites, packaging designs, promotional collaterals, and campaigns for a diverse range of brands including Eyline Cosmetics, MousseStruck, BeingFit Kitchen, Perrier, TransAsia Cyber Security, Ortus Energy, 7 Stitch, NoAge, TrueHerb, Proracle Enterprises Pvt. Ltd., Dixcy Scott, SOT Suite, SV Engineering, and many others.

In addition, I have created experiential environmental graphics for Gulmohur Eye Clinic and Vardha Dance Studio, providing an immersive user experience for their visitors.

Eumo (Eureka Moment)

Sep 2016 - Mar 2017
(Mumbai, India.)

Graphic Designer

I designed environmental graphics and signage systems for the atrium and floor lobbies of Reliance Jio's Data Center in Ghansoli, Mumbai. This involved creating informational graphics and way-finding solutions to enhance the overall space.

Furthermore, I collaborated with a multidisciplinary team to develop labs for Unify Global School. The project aimed to transform each of the five floors, spanning 10,000 sq ft, into immersive educational spaces that foster experiential and impactful learning environments for students of multiple age groups.

Here & Now 365

Jun 2014 – May 2016
(London, UK.)

Graphic Designer

I designed campaigns for multicultural brands in the diverse British market, including Rank Hovis, Vitamalt, Rajah Spices, TRS, Asda, Axis Bank, noteworthy NGOs such as Art of Living, Kusum Foundation, Isha Foundation and more. I also worked as a production assistant for Rajah Spices and Dabur TVC's.

Additionally, I had the opportunity to design collaterals for The Regional Pravasi Bharatiya Divas (Overseas Indians Day), also known as RPBD, held on October 17th and 18th, 2014, at the Queen Elizabeth II Conference Centre in Westminster, UK.

Edge & Barrett

May – Jun 2013 Internship
Dec 2013 Internship
(London, UK.)

Graphic Design Intern

I had the opportunity to work on London-based British brands such as Winchester White, Zippers Restaurant, Dryland, and more. Building strong rapport with the team, I was invited back during the Christmas semester break to intern on another project.

Epigram Digital Pvt. Ltd. & Movie Talkies

Jun – Jul 2012 Internship
(Mumbai, India.)

Graphic Design Intern

During my internship at Epigram, a leading advertising agency in the entertainment industry, I had the privilege of working directly under Mr. Nabeel Abbas, the founder. I assisted as a conceptual designer for a photoshoot featuring a renowned Bollywood actress Preity Zinta, where I conceptualized shots for their movie poster. This experience provided me with valuable insights into post-production photo editing and the inner workings of the Bollywood industry.

I also had the opportunity to work on digital content for the film "OMG (Oh My God)" and design digital media for Abu Jani Sandeep Khosla.

Volunteer

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Rotaract Club of Mithibai College – RI District 3140

2008 – 2010
(Mumbai, India.)

Joining the Rotaract Club at 16 laid the groundwork for my career. It was here that I discovered the power of teamwork, exchanged ideas and engaged with community leaders, developed essential leadership and professional skills, all while finding joy in serving others. This experience taught me valuable lessons in organization, managing budgets, and planning, as I actively contributed to running the club and successfully executed meaningful activities and service projects.

I was elected as the Head of Department for Creatives and Web Communications. Received "Best Digital Communications" award at Rotaract Annual District Award Function and "Best Project – Website" award at Rotaract Club of Mithibai College.

Education

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IIT Delhi

2024, 6 Months
Online Certification
(India.)

Persuasive UX Strategy

I have had a keen interest in UX Design for a while now and always wanted to learn more in this field. This course synergises the principles of UX design with psychological tactics to guide user behaviour, while retaining user-centricity.

Northumbria University

2012 – 2014
(Newcastle Upon Tyne, UK.)

BA (Hons) Graphic Design, Branding

At Northumbria University, I gained cultural and technical exposure through traditional printing techniques like Letterpress and Screen Printing. The course challenged my creativity and allowed me to work on live briefs focused on branding from a holistic 360-degree perspective and also packaging design which helped me understand the crux of design and interpret the project requirement at its best.

MIT Institute of Design

2010 – 2012
(Pune, India.)

Foundation – Communication Design

During my 2-year foundation at MIT ID, I immersed myself in various design disciplines, gaining knowledge in fields like colour theory, art history, photography, and typography, ergonomics, human anatomy. Gained immense practical knowledge while working with different materials like clay, metal, wood, paper mache, wireframe structures, etc. This led me to pursue a twinning program in BA(Hons) Graphic Design-Branding at Northumbria University.

LCCA (London College of Contemporary Arts)

2016, 6 Weeks P/T
(London, UK.)

Fashion and Editorial Photography

Driven by my passion for photography, I enrolled in a Fashion and Editorial Photography course where I learned various lighting techniques and gained hands-on experience in directing photoshoots, working with models, scouting locations, composing editorial shots, and post-editing.

Languages

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I can converse & write in

English, Hindi, Gujarati, Marathi

Interests

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I truly enjoy..

- Photography
- Gardening
- Swimming
- Playing Lawn Tennis
- Baking & Cooking new dishes from around the world
- Exploring new places
- Drawing & Painting during my free time
- Taking my dogs for a walk