

# Shivani Mishra

Design Manager 6+ YOY

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## Work Experience

### Designer Manager / DU Global

NOV 2023 - PRESENT

### Senior Visualizer / Visualbest

NOV 2021 - OCT 2023

### Graphic Designer and illustrator / Visualbest

MAR 2021 - OCT 2021

### Junior Graphic Designer / Visualbest

DEC 2020 - FEB 2021

### Graphic Designer / Visualbest

DEC 2020 - FEB 2021 (INTERNSHIP)

### Graphic Designer / INCL Group

SEP 2020 - NOV 2020 (INTERNSHIP)

### Freelance Graphic Designer

MAR 2020 - JUL 2020

## About

A multidisciplinary designer and creative lead with deep roots in graphic design, UI, and brand strategy.

Currently heading creative operations at DU Global., I also work as a freelance designer specializing in visual communication and cross-platform design solutions.

Over the years, I've led creative teams of 10+ across disciplines like video production and web development. My experience spans diverse sectors—healthcare, AI startups, corporate, travel, non-profit, and government, delivering smart, functional visuals that align with client goals. I've also had the opportunity to shape brand identities and design event experiences.

From building brands from scratch to designing websites, logos, booths, collaterals, and custom illustrations - I've managed project portfolios end-to-end. Tools I'm proficient with include Adobe Illustrator, Photoshop, InDesign, Figma, and Framer. Known for my collaborative nature, work patience, and ability to lead teams with clarity, I know how to get great work done and how to get it done together.

## Education

Bachelor of Fine Arts: 2018 - 2021

Graphic Design Training: Ducat India - 2020

## Licenses & Certifications

UX/UI Design Masterclass - **Designership**

Brand Identity and Strategy - **Coursera**

Figma UI/UX Design & Freelancing:

Create, Build, and Succeed - **Udemy**

Responsive UI/UX design in figma - **Udemy**

## Brands

Worked with top-tier global clients across diverse industries, delivering high-quality visual solutions for brands such as Tesla, RHI Magnesita, WHO, Spoon Finland, TCS, Indeed, LinkedIn, TCS, HCL, Air India, Indeed, LinkedIn and many more.



## Skills

<b>Design Expertise:</b>	Graphic Design · UI/UX Design · Web Design · Typography · Brand Identity · Layout Design · Visual Storytelling · BTL Marketing
<b>Tools &amp; Software:</b>	Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Figma · Framer
<b>Creative Production:</b>	Digital Illustration · Event & Booth Branding · Photography · Presentation Design
<b>Leadership &amp; Management:</b>	Creative Direction · Team Leadership (10+ members) · Cross-Functional Collaboration · Project Management · Client Communication
<b>Strategy &amp; Thinking:</b>	Design Research · Visual Strategy · Creative Problem Solving · User-Centered Design · Storyboarding · Moodboarding
<b>Soft Skills:</b>	Patience under pressure · Clear communicator · Organized workflow · Idea execution · Fast learner · Collaborative mindset
<b>Content Creation</b>	Comfortable in front of the camera · Acting for Reels & Social Media · Scripted and spontaneous content performance

## Key Highlights:

Currently leading the creative team at DU Global., overseeing design strategy, team coordination, and full-scale creative execution across platforms.

Worked on branding for Visa Application Centres (VACs) across cities like Kolkata, Mumbai, Guwahati, Bongaigaon, Bangalore, and Dubai and many more—tailoring each design to the regional context while staying brand-aligned.

Helped build the global visual identity for Indian Consular Visa Application Centres (ICAC) in countries such as Thailand and South Korea.

Created magazine ad creatives for Air India, digital illustrations for Tesla, and designed emailers and social media content for Indeed.

Led design and branding work for major names including HCL, WHO, Spoon Finland, Dinolift, and many more across industries.

Designed event branding and booth visuals for global travel expos like SATTE (India), OTM (Mumbai), and SITF (Seoul) - blending visual impact with storytelling and any more.

Built campaign creatives that supported marketing efforts, increased visibility, and helped brands connect with their audience across channels.

