



# Vasav

Designer and Artist  
[www.vasav.one](http://www.vasav.one)



## About me

Hi, I am Vasav & I am an artist and a designer.  
I got my Bachelor of Design in Communication Design from  
National Institute of Fashion Technology, Bangalore.

Observing the complex nature of social disparities and dysfunction that  
exists today, I am deeply concerned by the psychological impacts such an  
environment has on individuals and communities.

Therefore, I want my work to focus on identifying and representing these  
often difficult to quantify issues that go unnoticed.  
I believe that while art lets us express better, a design process, paired with  
focused use of technology and accurate information can help represent these  
complex issues in a comprehensible manner and open a gateway for discussion  
and solution.

## Education

**The Savannah College of Art and Design, Savannah, GA, USA**  
M.F.A, Animation and Visual Effects · (2021 - 2023)

**National Institute of Fashion Technology, Bengaluru, IN**  
B.Des, Fashion Communication · (2014 - 2018)

## Experience

**Idiom Design and Consulting Ltd.**  
**Junior Designer**

*August 2018 - May 2020 (1 Year 10 Months)*

**KYND:** Branding, Identity Creation, Logo Designing,  
Visual Language Design, Collateral designs including  
Banners and Cloth Tags.

**Daily Dump:** Illustrating Garbage Trail Data & visuals on  
Anthropocene, Urbanization, Consumerism, and Technology.

**7 Eleven:** In-Store Communication, Visual Language System,  
Environmental Graphics, Signage & Packaging

**Future Group Annual Reports:** Illustrating Covers  
representing the diversity of the Indian population & talking  
about the humanistic side of the digital world.

**Brand Archetype:** Character creation and illustration.  
Designing an Archetype deck and Packaging.

**C&D Labs:** Visual Language, Environmental Design,  
Branding, Signage & Business set.

**Dakshin:** Environmental Design, Illustrating for Brand  
Wall & Signage.

**Home Town:** Visual Language, In-Store Communication,  
Environmental Design and Brand Walls.

**LIVQUIK:** Branding, Logo Creation, Visual Language Design,  
Website Design, Marketing Deck, Stationery & Brand Guidelines.

**TATHASTU:** Branding, Visual Language, Environmental Design,  
Newspaper Ad. Business set.

**WESMARC:** Naming Exercise, Logo Creation, Website Design,  
Business set, Packaging, Catalogue Design & Brand Walls.

**The Affinity of Psyche and Context**  
**Solo Exhibition, Little River Architects (Venue)**  
*18th, 19th August 2018*

A solo exhibition of my drawings that discuss the relationship  
of our minds with our family, society, and environment.

## Contact

+91 9620 756 707  
[vasav3096@gmail.com](mailto:vasav3096@gmail.com)

## Language

English  
Hindi

## Skills

Observant  
Committed  
Creative  
Practical  
Independent  
Respectful  
Polite  
Helpful  
Problem-solving

## Technical

Proficient

Illustration  
Photography  
Photoshop  
Cinema 4D  
InDesign  
Fusion 360  
Illustrator  
Lightroom  
Lumion  
Metalwork  
X-Particles  
Z Brush  
Adobe XD  
After Effects  
Premiere Pro  
Da Vinci Resolve  
Substance Painter  
Houdini FX  
Mixamo Fuse

Learning

## Honors

**VH1 Campus Diaries 25 Under 25**  
*Best Visual Artists & Designers in  
India 2016.*

**Regional Winner of Junk Juxtaposed.**  
*NIFT Olympiad 2014.*

## References

**Mr. Murali Cheerth,** Artist  
[muralicheerth@gmail.com](mailto:muralicheerth@gmail.com)

**Mr. Sanjeev C M,** Associate Professor  
National Institute of Fashion Technology.  
[sanjeev.cm@nift.ac.in](mailto:sanjeev.cm@nift.ac.in)

**Ms. Nidhi Issac,** Design Director  
Idiom Design and Consulting Ltd.  
[nidhi.isaac@idiom.co.in](mailto:nidhi.isaac@idiom.co.in)



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## Experience

### **Idiom Design and Consulting Ltd.** **Graduation Project, Visual Artist**

*January 2018 - May 2018 (5 months)*

**Amar Chitra Katha Learning Center:** Designing a visual language for an after school learning center for children.

**CREATICITY:** Designing and illustrating an Experience Map and other collaterals as a part of service design.

**NILGIRIS:** Designing a Facade for a new range of milk products.

### **Talview**

#### **Visual Designer Internship**

*August 2017 - September 2017 (2 months)*

Designing collaterals for Marketing.  
Redesigning Website & Developing  
3D modeled and rendered visuals for  
the brand.

### **Levi Strauss & Co.**

#### **Graphic Design Internship**

*June 2017 - July 2017 (2 months)*

Designing all India Store Design Manual & Guidebook.  
Store photography & Formulating a Store Photography  
Rulebook to be followed in every store.

### **Red Baton Creative Marketing Solutions Pvt. Ltd.**

#### **Part-Time Visual Designer**

*January 2017 - February 2017 (2 months)*

Modeling, Compositing, and rendering  
products in 3D to be used for marketing  
and as mockups.

### **Viceroy Studios**

#### **Part-Time Graphic Designer**

*July 2016 - August 2016 (2 months)*

Designing website, creatives for  
Social Media and Online Events.

### **Arvind Internet Limited.**

#### **Graphic Designer Internship**

*June 2016 - June 2016 (1 month)*

Designing Creatives for  
Multimedia Marketing and  
social media including Banners,  
Posters and Lookbooks.

