

NEHAL JOSHI

Having lived and grown up in numerous countries across the globe, my work is highly influenced by global fashion, music, art forms, technology, and pop-culture trends.

I have experience working in a variety of industries such as Digital Media, Fashion, Technology, and Entertainment.

LOCATION:

New York City

WEBSITE:

www.nehaljoshi.design

INSTAGRAM:

@nehal_joshi

LINKEDIN:

www.linkedin.com/in/nej

TECHNICAL SKILLS:

Microsoft Word, Excel, Powerpoint
Photoshop, Illustrator, InDesign
Adobe XD, AfterEffects, Flash
Sprout Social, Hootsuite, Slack
Trello, Figma, Keynote, Canva

LANGUAGES:

English / Hindi / Beginner Spanish

ADDITIONAL SKILLS:

10+ yrs Social Media Curation
8+ yrs Art Direction, Styling, MUA
8+ yrs Shoot/Direct Photoshoots
8+ yrs Hand & Digital Illustration
7+ yrs Photo Retouching & Editing
7+ yrs Digital Marketing & Campaigns
9+ yrs Painting & Photography
7+ yrs Video & Still Content Creation
10+ yrs Fashion / Clothing Design

MARIA TASH: Graphic Designer & Social Media Manager

New York, NY: Sep 2022 - Current

- Produce and edit compelling, dynamic, and creative content for organic and paid social media posts on platforms including Instagram, Facebook, Pinterest and TikTok.
- Retouch and edit photography & video for social and email content. Design templates, layouts, and consistently refresh creative approaches for all digital content. Assist stylists.
- Manage & expand influencer strategy and work closely with PR contacts and content creators to ensure maximum brand exposure. Track content performance and perform regular analysis to make informed changes to social marketing strategies.

UNIVERSAL MUSIC GROUP: Content Creator

Remote: May 2020 - July 2022

- Curated digital artwork & generated social media content for Universal's Instagram page.

NORBLACK NORWHITE: Art Director, Designer, & Content Creator

New Delhi, India : Jan 2018 - Dec 2019

- Create, implement, & oversee social media, marketing campaigns, & influencer/ celebrity features & partnerships. Grew social following by 30k in 6 months, and increased web traffic and sales by 25%. Sourcing new ideas for ongoing competitor research/trend analysis.
- Develop and execute concepts for product launches across B2B and B2C retail, digital, interactive, direct response, email, social channels and viral brand experiences with design consistency. Plan and prioritize multiple projects ensuring all deadlines are met on time and on budget. Ideate fresh concepts for storytelling and execute design campaigns
- Design moodboards, assist in styling & art direction for in house photoshoots & music videos. Create, implement, and oversee all creative direction & maintain brand aesthetic.

COMPLEX NETWORKS: Junior Graphic Designer & Illustrator

New York City : Oct 2016 - Oct 2017

- Maintain brand strategy and identity consistently while generating platform appropriate creativity and personality to daily editions viewed by 10 million subscribers world wide.
- Daily original content creation for Instagram, Twitter, Snapchat, YouTube & Facebook. Created strong visual concepts from inception through production and delivery. Participated in creative briefings, partnered with Marketing to manage 360 campaign needs.
- Develop graphics & illustrations for News, Sports, & Music teams. Follow & stay up-to-date on emerging industry trends and design guidelines. Partner with teams to help develop campaign art direction and contribute ideas during content brainstorm sessions.
- Edit, resize, and add text to photographs/video for socials using the Adobe Creative Suite,

EDUCATION

- **Parsons The New School For Design : New York City , New York**
Bachelor of Fine Arts (BFA): Illustration & Graphic Design
- **Fashion Institute of Technology : New York City , New York**
Business Management, Digital Marketing, and Textile Design Certification
- **School of the Art Institute Chicago : Chicago , Illinois**
Figure Drawing, Fashion Design, & Fashion Illustration Certification

PERSONAL & PROFESSIONAL SKILLS

- Extensive knowledge in music, art, fashion, and global pop culture trends.
- Expert communication skills and can easily adapt to new scenarios.
- Enjoy being experimental with ideas and taking in various perspectives.
- Experience in multitasking between multiple projects and timelines at once.
- Bring a sense of humor, good energy, & positive attitude to the workplace.