

Meenakshi Venkateswaran

Visual Designer



CONTACT INFO

+91 9742514249

mvmeenakshi264@gmail.com

<https://www.designsbymv.org/>

SKILLS

- Branding
- Illustrations
- Marketing collateral
- Print collateral
- Infographics/ data visuals
- Presentation design
- Video Editing
- Prompt Engineering for design



EDUCATION

BACHELOR'S OF DESIGN

SYMBIOSIS INSTITUTE OF DESIGN

Fashion Communication

Batch 2015-2019

SCHOOL

Sunrise International Residential School

Class 11, 12

2013-2015

H A L Public School

Class 4 - Class 10

2006- 2013

INTERESTS



PROFILE

Upon working across various sectors in the past 6 years, I've gained valuable experience in tailoring visual experiences for diverse audience. Known for my adaptability and attention to detail, I'm committed to delivering apt solutions through visuals.

EXPERIENCE

ANZ BANK

Manager - Market Management (Design) | AUG 2024 - Present

At ANZ Bank, I've led the India team in transforming and rebranding our collateral, merging strategic insights with bold, impactful design. My work focuses on crafting cohesive, visually striking assets that amplify the brand and connect with our client seamlessly.

Major Projects

- Created collateral for Bid's to client about ANZ offerings that included mock ups, deep product knowledge and user understanding.
- Raised design benchmarks through the creation of engaging presentations, visually impactful infographics, and versatile collateral.
- Worked closely with the design lead in Australia to expand project scope and introduce teams to the value of design.

DELOITTE - Research and Insights

Senior Visual Designer | JULY 2022 - August 2024

As part of Centre for Government Insights team in Deloitte, I bring a touch of color and creativity to the world of research, leveraging my design skills to enhance the visual landscape. This experience has challenged my design skills and also helped me find new ways of design thinking and output.

Major Projects

- Designed illustrations for each chapter in the book - Bridgebuilders by William D Eggers & Don Kettl, published by Harvard Business Review (HBR).
- Elevated design standards through the creation of interactive presentations, infographics, and assorted collateral specifically tailored for conferences.
- Created an impact by showcasing the importance of design to the broader research groups.
- Received recognition through various awards for my contribution

CREATIVITY AND BRAVERY EXPERIENCES

Conceptualiser, Visual Designer | MAY 2019 - JULY 2022

Within the agency environment, I worked in a close-knit team, gaining extensive hands-on experience across diverse mediums including digital, print media, video production, branding, and gif creation for brands. This also gave me the platform to collaborate with teams across the company and interact with clients directly.

Major Projects

- Curating hero graphics for events with brands like Herbalife, Nike, Netflix, Xiaomi, Qualcomm, Toyota.
- Created a microsite for one of Cisco's key product and have also designed corporate emailers, online events.
- Curated content (planning and designing) for social media platforms like Instagram, Facebook and Youtube.
- Designed physical banners, innovative invites, packaging design for promotional events and corporate gifting.

DESIGN INTERNSHIP

Studio J - November 2018 - March 2019 | Liquid Space Entertainment - 6 weeks - April 2018