



MANALI DOSHI

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ART DIRECTOR & DESIGNER

201.674.9301 New York

EXPERIENCE

OMNICOM MEDIA GROUP, NEW YORK CITY

Art Director | June 2018 – Present

- Fueled company growth through New Business pitches and presentations, working hand-in-hand with Strategy and Content Teams, alongside C-Suite Executives
- Developed original concepts and designs for brand activations, conferences, environmental graphics, social media, e-mail campaigns, and more
- Strengthened the brand identities of Omnicom's agencies by developing innovative design concepts, while staying true to the individual brand guidelines
- Partnered with other Art Directors to ensure creative cohesion, collaboration, and workflow alignment
- Maintained and oversaw the quality of all internal and external branded collateral, in collaboration with the Group Director, Creative Director and other Art Directors
- Mentored, managed and collaborated with a team of designers, building consensus and alignment on creative to be presented cross-departmentally and to senior management
- Oversaw the accuracy and quality of prepress and mechanical files for print production projects
- Monitored budget and timelines in order to achieve quality results within the provided parameters

HUDSON YARDS, NEW YORK CITY

Graphic Designer | November 2016 – May 2018

- Collaborated with the Marketing and Design Teams to determine positioning of Hudson Yards, while distinguishing brand character for each event and campaign
- Executed the design of various touch points, including: corporate identity, ads, social media content, website UI/UX, brochures, press kits, holiday cards and invitations
- Visualized data and generated RFPs, sales presentations and pitch books alongside project managers
- Identified partnership brand integration opportunities and marketing initiatives, including: e-mail campaigns, environmental signage, sponsorship activations and collaborative partnership programs
- Photographed, produced and maintained original content for social media platforms
- Corresponded with Corporate Communications team to ensure accurate representation of facts across marketing materials for internal and large-scale press events

ALPINE CREATIVE GROUP, NEW YORK CITY

Art Director and Graphic Designer | October 2010 – October 2016

- Conceptualized, designed and produced visual experiences from concept to completion
- Created custom invitations, brand identities, logos, stationery systems and collateral
- Rebranded the company's logo, identity system, website and brand guidelines
- Integrated industry trends into responsive design, e-vites and other elements
- Generated unique solutions for client facing meetings by collaborating with Account Executives

Select Clients: Cartier, Colin Cowie Celebrations, Joyce Theater Foundation, MontBlanc, The Plaza, Wheels Up

EXPERTISE

SOFTWARE & TECH

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Sketch, WordPress, Microsoft Office (PowerPoint, Excel, Word, Outlook)

DESIGN

Branding, Corporate Identity, Logos, Typography, Environmental Graphics, E-mail Campaigns, UX Design, Invitations, Editorial Design, Presentations, Marketing Collateral, Social Media, Websites

EDUCATION

SCHOOL OF VISUAL ARTS, NEW YORK CITY

Bachelor of Fine Arts in Graphic Design | 2006 – 2010