

manasi pandya

brand designer and strategist.

industrious by habit, bookish by nature, spicy by design.



EXPERIENCE

Marketing & Strategy Lead

School of Visual Arts, Masters in Branding

new york · september 2026 to present

Leading marketing and content strategy for the program across Instagram and Threads. Shaping how the program shares its community, events, and student work with prospective students and the wider design world.

Graphic Designer

School of Visual Arts, Masters in Branding

new york · august 2025 to august 2026

Designed graphics and social media content for the department's digital channels. Translated program news, events, and student work into a consistent visual voice for the department.

Graphic Designer + Consultant

The Desi Studios

india · march 2024 to present

Designing visuals, social media content, presentations, and pitch decks, and continuing as a consultant since September 2025. Helping keep the studio's visual output cohesive across client and internal work.

Graphic Designer

Knocked Supplements LLC

los angeles · january 2024 to september 2024

Designed packaging, social media content, and website visuals for a supplements brand. Built a consistent visual language that carried the brand from shelf to screen.

Graphic Design Intern

Conductor Productions

boston · january 2023 to may 2023

Created brand guidelines, project presentations, and pitch decks. Supported the team in shaping how projects were presented to clients and partners.

Freelance Art Director + Graphic Designer

2020 to present

Art direction, brand, and visual design for independent clients. Work spans identity, packaging, social media, and marketing collateral for clients in India and the US.

SAY HI!

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Brooklyn, New York

EDUCATION

Masters in Branding

School of Visual Arts

new york · class of 2026

Bachelor of Design

Unitedworld Institute of Design

gandhinagar, india · class of 2022

SKILLS

creative

brand design, visual identity, packaging, typography, illustration, and art direction

strategy

brand strategy, marketing, and social media content

tools

Adobe Illustrator, Photoshop, InDesign, Figma, Procreate, and AI tools