

Sonali Suresh Mestri

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Graphic Designer | Art Director | Visual Designer

Skills

Branding
Identity Design
Book Design
Editorial Design
Typography
Art Direction
Advertising
Poster Design
Design Strategy
Digital Illustration
UI Design
Iconography
Infographic Design

Technical Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effect
Adobe Media Encoder
Adobe Audition
Adobe Express
Adobe XD
Acrobat
Slack
Spacespace
Figma
Canva

Education

Savannah College of Art and Design (SCAD)

MA in Graphic Design & Visual Experience
Atlanta, GA | 2021

The University of Mumbai | Sir J. J. Institute of Applied Arts

Bachelor of Fine Arts | Applied Arts
Mumbai, IN | 2017

Certification

Lextant Certification of Completion

Design Research and Insight Translation
2021

Affiliation

AIGA | Atlanta Chapter Member
2021-Present

Awards & Achievements

Inspire Brands— Behaviour Award 2022
GDUSA 2022
Graphis Design Award 2022 & 2023
Indigo Design Award 2022 & 2023
Graphis New Talent Annual 2022 & 2023
Creative Communication Award | C2A 2022
International Design Award | IDA 2021
London International Creative Competition
Best Student of the Year 2017
Best in Communication Design 2017
(Art Direction)
Indian Government Second Prize Award
Best in Lettering & Typography 2017
(Documentary Film)

Recognition

VoyageATL | June 15, 2023

Rising Stars: Meet Sonali Mestri

America Graphic Designer Award Issue

Design for Good 2022

SCAD Vignettes Showcase 2022

SCAD Graphic Design Showcase 2021

Experience

NYUCT Design Lab

Mumbai, IN | 2023

An approach involves blending design thinking, technology, strategy, and interdisciplinary wisdom to take projects from conception to realization. Collaborating with a diverse team of experts and specialists, engage in every stage of the value chain, from consulting and ideation to final execution, ensuring work makes a meaningful impact on businesses, brands, and innovations.

Inspire Brands | Maverick Studio | Junior Designer

Atlanta, GA | 2022–2023

Dunkin' International: Boosted franchisee ownership by developing a visual strategy campaign for Halloween-themed takeaway cup and donut box packaging.
Baskin-n-Robin: Enhanced National Ice Cream Day digital advertising for seasonal flavors using Adobe Illustrator, contributing to the industry's \$13B impact on the US economy.
Jimmy Johns: Contributed to expanding over 2,700 franchise locations by designing digital and print assets, including outdoor billboards, banners, posters, web assets, stickers, gift cards, and a responsive website.
Buffalo Wild Wings: Drove market expansion into 56 areas by resizing and recreating design for the USA and Canada's franchises using Adobe Photoshop.
Rusty Taco: Created visually appealing and engaging emails using vibrant colors and appetizing photography for product promotion during the Christmas season.
Inspire Brands: Assisted clients with diverse design needs using Adobe InDesign, contributing to corporate identity, customer experience strategy, digital identity, visual design, print design, iconography, T-shirt Design, editorial design, print publication design, & advertising, leading to multiple company awards.

Yellow | Creative Agency | Junior Visualizer

Mumbai, IN | 2018–2019

Shapoorji Pallonji Group: Successfully increased employee engagement in volunteering activities by creating a range of marketing materials for iCare, leading to over 3000+ sign-ups.
91 Rosewood Villa: Improved the brand's revenue by designing minimalist and classic menu cards, takeaway packaging, business cards, and vector illustrations.
Mod'Art International: Boosted the brand's online presence by designing & conceptualizing a promotional book and social media content.
KNS Architects: Pitched and built a new identity and branding material, establishing a unique tone of voice for audience communication.
Bombay Looms: Enhanced brand recognition and promotion among customers through the development of packaging, clothing labels, shopping bag designs, and promotional collaterals, as well as merchandise.
eighty20: Increased awareness of healthy eating habits by designing outdoor ad banners and flyers.
Apron Patisseries: Boosted social media engagement through conceptualizing and designing social media layouts using Adobe Creative Suite.

Open Strategy & Design | Intern-Designer

Mumbai, IN | 2017

Nilgiris: Collaborated with a team to create vintage illustrations for cold coffee bottle packaging. Contributing to the brand's international presence and rejuvenation.
GVK Botanical Garden: Fostered a culture of environmental awareness and education through detailed sketches to plant and tree displays, contributing to expanding the city's green zone.
Shades of Love: Crafted a unique brochure design symbolizing clients' love stories through diamond cuts, leading to the successful sharing of love stories with a target audience.

Participation

SCAD | SCAN Magazine | Art Director

Atlanta, GA | 2021

Managed creative content & coordinated with a team.
Created appropriate layouts according to story and theme for an award-winning editorial independent feature magazine.

SCAD | Student Ambassador

Atlanta, GA | 2021

They serve as a college host for prospective students and their families at Savannah College of Art & Design, representing the student body & providing insight into college life.