

Medhavi Nanda

COMMUNICATION DESIGNER

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ABOUT ME

Hello! I'm Medhavi, a budding communication designer. Design, for me, is how I connect with the world and express myself. As a multidisciplinary designer, I enjoy connecting thoughtful research with purposeful designs. Deeply curious by nature, I'm always dipping my toes into various disciplines including, UI/UX, Advertising, Branding & Motion from strategy and storytelling to technology and experimentation; embracing a "jack of all trades" mindset that allows me to approach problems from multiple perspectives.

EDUCATION

LASALLE College of the Arts, Singapore

2023-2026

BA (Hons) in Design Communication

Gear Innovative Intl School, Bangalore

2007-2023

Class 12, Commerce with Design : 94.4%

SKILLS

SOFTWARE PROFICIENCY

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, After Effects, Figma, TouchDesigner, Canva, Visual Studio Code, P5js, Miro, Wordpress, ReadyMag

INTERPERSONAL SKILLS

Creative problem solving, Design thinking, Visual storytelling, Strong communication & Presentation skills, Collaboration, Eagerness to learn, Attention to detail, Leadership & Initiative, Adaptable, Flexible thinker, Keen eye for emerging design trends

TECHNICAL SKILLS

UI/UX Design, Branding & Identity, Packaging, Video Production & Editing, Photography, Web & Interactive Design, Marketing & Advertising, Digital Illustration, HTML/CSS, Javascript (basics)

PROFESSIONAL EXPERIENCE

Creative Designer (Part-time): Delitier & Co., Singapore

Sept-Oct 2025

Conceptualized and developed digital content for NTUC campaign promotions and company branding, producing creatives for socials like Instagram reels, stories and posts

Participated in the design and visual development of Mustafa's e-commerce website including:

- Photographing products and applying consistent branding across the website
- Set up and managed social media accounts, creating multiple short-form video to promote and drive traffic to the website
- Achieved over 1K followers on their social media account

Communication Design Intern at APT811, Singapore

May-Aug 2025

- Developed design concepts and conducted research for projects across multiple organisations, including the Family Justice Courts, Ministry of Education, Ji Jitsu, & GiraffeSG
- Contributed to the creation of a card game for Family Justice Courts, focusing on user engagement and accessibility
- Designed publication materials for the Ministry of Education, ensuring clarity, consistency, & alignment with institutional branding
- Assisted in event branding for JI JITSU and campaign design for GiraffeSG, interpreting strategic briefs into visual outputs
- Supported client pitches and presentations, strengthening storytelling and communication of design ideas
- Learnt how to integrate AI tools into the design workflow, improving efficiency in ideation, iteration, and production

Creative intern at I Love My Polish (Remote)

Dec-Feb 2025

- Developed and curated social media content including Instagram stories, posts, and carousels to enhance brand visibility
- Conducted brand research and built a comprehensive brand portfolio from scratch, defining visual identity and positioning of the brand
- Integrated brand strategy into visual narratives across digital platforms, including the website

Graphic Design intern at Rx Solutions, Bangalore

May-Aug 2024

- Redesigned the company's logo and brand identity, strengthening visual consistency across platforms
- Created marketing collateral and digital assets, including large-format designs such as billboards
- Conducted product photography, ensuring high-quality visuals aligned with brand positioning
- Supported research and design thinking processes for ongoing projects, contributing to ideation and execution

ACHIEVEMENTS

- Selected to present at **LASALLE's Trans/Mission 2026 Conference**, a curated platform showcasing selected graduating students and their outstanding final-year research. **March, 2026**
- My year one Project **"A Subversive Commentary of an Icon"** was nominated for The Prestigious Annual Crowbars awards 2024 and exhibited in Form_Flux_Futures Exhibition, The Maple Exhibition and The Design Constellation Exhibition. **July, 2022**
- Part of **"The Design Pod,"** a student-led podcast by The Design Venue featuring on-the-spot interviews with established designers (available on Spotify). **2021-2023**
- **National Level Debator:** Participated and won first prize in Behes Debate Competition, and went on to participate in Mahabehees. **2021-2023**