Heerva *Desai*

Analytical, Conceptual, Empathetic

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Profile

As a visual communicator, I have learned that effective design is a language of strategic choices. Graduating with a B.Des. from UID has equipped me not only with technical expertise but also with a methodology rooted in inquiry and a commitment to uncovering the 'why' behind every design choice. I am dedicated to creating work that is aesthetically compelling, strategically sound, and centered on the user experience.

Tools

Graphics - Illustrator, InDesign, Photoshop, Procreate

Prototyping - After Effects, Premiere Pro, SketchUp 3D

Interfaces - Figma, Framer, Wix

Collaboration - Notion, Miro, Spreadsheet

Experiments - ChatGPT, Claude DeepSeek, Dall-E, Perplexity,

Soft Skills

Critical Thinking
Problem Solving
Project Management
Accountable
Collaboration
Organisation
Listening
Emotional Intelligence

Education

Karnavati University · UID · Ahmedabad
2021-25

BDes — Visual Communication
Learnings — Illustration, Photography, Content Writing, Advertising, Filming, Documentary Filming, Typography, Space design, Infographics, Motion graphics, Branding, Packaging UI/UX.
Award — Held by Chitkara University, National Level Photography; Stories around you, 3rd Place

Fountainhead School (IB) · Surat
2010-2021

Selected Subjects — English Literature, Film, Design Technology (Higher Level)
Math, Hindi, Psychology (Standard level)

Sri Sri Ravishankar Vidya Mandir (CBSC) · Surat
2006-2009
Study — Kindergarten - Grade 1

Work

***Intern* · CineMan Productions Limited**
May - August 2024

Managed the production lifecycle from pre-production, on-set operations, logistics, post-production edits, and key client-actor-director communications.

***Writer* · "UID Editorial '23" January Issue**
Writting articles about events taking place under Visual Communication.

***Vice President* · Association of Designers of India (ADI) · UID Chapter**
Organise meets, Support and guide other team members, Think out of the box & Implement solutions, Make sure the deadlines are met.

***Social Media Team* · "Just My Type" Typography exhibition (UID)**
Making posts and content writting.

Professional Development

***Google* · Introduction to Generative AI · March 24'**
Gained foundational knowledge of generative AI models, their applications, and responsible implementation principles.

***Yale* · The Science of Well-Being · January 25'**
Learned and practiced evidence-based strategies to increase personal productivity, happiness and foster lasting well-being habits.