

MINAL NAIRI

Graphic Designer minal.nairi.net minal@nairi.net +1 917 535 9439

EDUCATION

Pratt Institute, New York
M.S. in Communications Design
August 2006 – May 2009

Majored in Visual Communication and Typography. Additional courses in motion design, prepress and digital design.

Sir J.J. Institute of Applied Art, Mumbai
B.F.A. in Applied Art
June 2000 – July 2004

Specialized in Photography. Coursework included corporate identity development, packaging, poster design, and other advertising media.

PROFESSIONAL EXPERIENCE

Thinstroke LLC, New York
Freelance Designer
February 2009 – Present

Working with letterform designer, Antonio DiSpigna, on refining and digitizing his typefaces, and assisting in converting them into fonts.

World Council of Peoples for the United Nations, New York
Freelance Senior Designer
July 2009 – September 2009

Worked under the Art Director, Gala Narezo, on a publication for a United Nations Conference on Human Rights and Disarmament, held in Mexico City in 2009. Stylized and designed the journal, and worked on the layout with other designers in the team. Finalized artwork for press delivery and oversaw the printing at press.

Alfalfa Studio, New York
Design Intern
September 2008 – February 2009

Worked directly under the Art Direction of Rafael Esquer. Designed posters, email blasts and other collateral material for the Amphibian Productions 10th anniversary. Illustrated t-shirt designs for alfalfa-seeds' next collection. Worked on the refinement of a library mural at a public school in New York.

Full 360 Consulting Pvt. Ltd., Mumbai
Art Director
April 2006 – August 2006

Responsible for the ideation, design, and creative direction of promotion and publicity material for various media ranging from print to web and outdoor to events. Conceived, designed, and oversaw the execution of the corporate website.

Motif Media and Advertising, Mumbai
Designer
October 2004 – August 2005

Worked under the Creative Director in designing and creating the publicity for Bollywood films including *Flat*, *Maine Gandhi Ko Nahin Mara* and *Phaansi*. Directed and organized photo shoots on multiple engagements. Processed, proofed and finalized artwork for press delivery.

Ogilvy and Mather, Mumbai
Design Intern
Summer 2003

Worked under the Creative Director on branding for companies including *Parle*, *Mattel*, *ICICI Bank*. Assignment for *Parle* encompassed a complete branding exercise for their presence in Hardwar. Created, laid out, and executed advertisements for *ICICI Bank*.

AWARDS AND HONORS

Annual Exhibition 2003-2004, Mumbai
Sir J.J. Institute of Applied Art

Awarded 'Best Copy Award' for outstanding copy writing in a campaign for the Apple iPod covering TV commercials, billboards, and magazine ads.

Adnomer 2001, The Planning Forum, Mumbai

Honored at 1st position for the best campaign encompassing TV commercials, press ads, and branding.

ADDITIONAL INFORMATION

Pratt Graduate Communications Design
Exhibitions Coordinator, Communications Committee
January 2008 – August 2008

Planned and organized department events such as lectures, exhibitions, inter-department design competitions. Designed posters, announcements for the shows.

Typeface 'Yem'
Independent Study
Fall 2008

Designed a typeface under the supervision and guidance of letterform designer Antonio DiSpigna.

Computer Skills

Adobe Creative Suite, After Effects, Microsoft Office