

KAVYA TIWARI

MARKETING AND DESIGN

630.605.9636

kavya.tiwari@gmail.com

ospreyghost.com

I am a fine artist, scientist, and passionate communicator from Chicago. I work in printmaking, graphic design, and drawing. My experience lies in marketing and creative communications.

SKILLS

10+ years of experience in:

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Corel
- Wordpress
- Microsoft Suite

3+ years of experience in:

- Google Analytics and Google AdWords
- Amazon Vendor and Seller Central
- Social Media Management
- Product Development
- Graphic Design
- Packaging Design
- Empirical Research
- Drupal
- t4
- GalleryManager
- MailChimp
- Animoto

EDUCATION

Loyola University Chicago

Bachelor of Fine Arts (2014-2018)

Major in Studio Art with emphasis on Drawing

Minor in Biology with Premed focus

Certificate in Graphic Design

WORK EXPERIENCE

Creative Brand Associate

ClearCut Analytics | March 2019 - April 2020

- Initiated new product innovation through research, conceptual design, and communication with team members.
- Uploaded listings to Amazon and resolved open cases through vendor and seller central.
- Managed social media accounts for clients and used analytics to increase engagement.
- Designed collateral within branding guidelines for both print and digital use.
- Researched and wrote consumer reports for clients and internal teams.
- Designed advertising in the forms of DSP ads and social media posts.
- Designed packaging and labels for consumer health supplements and skincare products.
- Designed and executed company decks for internal and external use, both print and digital.
- Developed and designed new brand identity for a variety of clients.

Production Graphic Designer

Art Institute of Chicago | July 2018 - January 2019

- Designed a variety of print documents using templates and formats within branding guidelines for internal and external use.
- Designed mailable flyers, postcards, brochures, pamphlets, and books for incoming students.
- Performed preflight and packaging on design files for print.
- Updated social media and website for a variety of clients.

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WORK EXPERIENCE (CONT.)

Education and Gallery Assistant

Chicago Artists Coalition | October 2017-2018

- Designed various handouts, pamphlets, and flyers for nonprofit events/gallery openings.
- Assisted in educational curriculum planning for practicing, contemporary artists.
- Assisted in planning and executing artists' workshops and public events.
- Maintained client and donor communications through website and newsletter management.
- Aided communications manager with outreach programs and alumni relations.

Social Media Marketing Manager

Ralph Arnold Gallery | August 2016-2018

- Liaison to Department of Fine and Performing Arts and the Ralph Arnold Gallery.
- Performed communication management between gallery's artists, donors, and curators to insure orderly scheduling.
- Designed and edited advertising and promotional materials.
- Practiced artwork handling and installation, including general fabrication and carpentry.

Graphic Designer

EC Innovations | September 2015-2016

- Designed advertising and promotional materials for internal and external use.
- Established unified branding within different company teams.
- Created templates and spreadsheets to streamline report and deliverable creation.
- Designed and illustrated infographics.