

Tanay Govardhan

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Desired Positions: Graphic Designer | Visual Designer | Brand Designer | Content Designer | UI Designer

SUMMARY

Graphic Designer with 4+ years of experience in brand, content, and UI design, focused on user-centric solutions. I hold a Master's degree from New York Institute of Technology, an [Award for Excellence](#) and acknowledged for [outstanding contributions](#) as a student worker. Open to relocation.

PROFESSIONAL EXPERIENCE

Central Garden & Pet

New Jersey, United States | (Sep 2025 – Dec 2025)

Graphic Designer (Onsite - Contract)

- Best Bully Sticks, an emerging brand under Central Garden & Pet, needed scalable digital and marketing assets to support launches and campaigns.
- Responsible for designing end-to-end digital assets, maintaining brand consistency, meeting tight deadlines, and **leading a design team**.
- Designed **social media content, website UI, landing pages, campaign visuals, digital ads, and Instagram video content**. Used **AI tools (Adobe Firefly, Canva, Gemini)** to accelerate ideation and production. Built assets using **Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop)**, and **presentations** using **PowerPoint/Google Slides**, simplifying complex data for internal teams and retail partners including Amazon, Costco, Target, and Walmart. Led a team of six designers, including two interns. ([View Project](#))
- Contributed directly to the brand's growth. **Led a team of six designers** including 2 interns throughout these projects to deliver user first designs aligned with product launches and holiday campaigns. Due to confidentiality, only approved social content and the [live website](#) are showcased.

Pune Smart City

Pune, India | (Jun 2024 – Jun 2025)

Brand Designer (Remote - Contract)

- Pune City's public bus transportation system (Rainbow BRTS) required a unified, modern brand identity to improve recognition, usability.
- Led the end-to-end design of a complete **brand system** as my master's program thesis, ensuring scalability, clarity, and real-world applicability.
- Designed the **logo system, color palette, typography, iconography, layout grids, and brand applications** using **Figma and Adobe Creative Suite (Illustrator, InDesign, Photoshop)**. Documented detailed usage guidelines in a comprehensive **brand guide**. Collaborated with senior designers and government stakeholders and later worked with UX designers and developers to translate the brand system into a user-centered [mobile app](#) in **Figma**.
- The 12-month project earned the [Award for Excellence](#), was **featured in New York Institute of Technology news**, and was officially accepted by the Government of Pune (Maharashtra State), leading to a real-world collaboration. Gained in-depth experience designing large-scale brand systems and working directly with government teams and senior designers. ([View Project](#))

New York Institute of Technology

New York, United States | (Sep 2023 – May 2025)

Digital Designer (Onsite - Contract)

- New York Institute of Technology required a campus-wide transition from Google to Microsoft platforms, along with clear communication and ongoing student and faculty support with faster adoption towards Microsoft Platforms.
- Designed **Social Media Posts, Visual Content and Infographics** to simplify this transition with easier communication for student and faculty.
- Worked with IT support staff to design visual systems using **Figma and Adobe Creative Suite**, including social media graphics, digital flyers, and step-by-step visual guides. Designed and **built an AI-powered conversational chatbot** using Voiceflow to guide students through common questions with self-service support. In parallel, created Facebook banners, Instagram highlights, thumbnails, **PowerPoint presentations, and infographics** for the Design and Architecture departments, translating complex academic data into clear, engaging visuals. ([View Project](#))
- Improved clarity, faster adoption, accessibility and user experience during the campus-wide transition. Enhanced communication across multiple departments and platforms. Due to privacy regulations, a simplified AI-Chatbot demo is showcased on [my portfolio](#).

Valley Explorers

New Delhi, India | (Aug 2021 – May 2023)

Junior Graphic Designer (Onsite - Contract)

- Contributed to **brand building** and marketing initiatives by designing **social media banners and illustrations** for tourism campaigns.
- Led the project in promoting a new tourism plan campaign, supporting branding brainstorming, and producing engaging content aligned with the brand.
- Adapted designs to audience preferences and consistently maintained visual consistency across platforms.
- Elevated the brand's social media presence, supported a **successful campaign launch**, and received direct recognition from senior leadership for creativity and consistency. ([View Projects – Drive Link](#))

EDUCATION

- Master of fine arts** - Graphic Design & Media Innovation (2025) - Overall GPA - 3.65/4
New York Institute of Technology, New York, New York, United States.
- Bachelor of fine arts** - Visual Communication – Illustration - Graphic Design (2023) - Overall GPA - 8.50/10
Maharashtra Institute of Technology - World Peace University (School of Visual Arts), Pune, Maharashtra, India.
- High School Diploma** – Fine Arts – Graphic Design (2022) - Overall Percentage - 78% (Ranked 4th in State with Distinction).
B.K.P.S. Abhinav Kala Mahavidyalaya, Pune, Maharashtra, India.

SKILLS

Technical/Design Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects (Beginner), Adobe Lightroom, Figma, Sketch, Lens Studio, Touch Designer, Webflow, WordPress, Canva, Freeform, Procreate, Keynote, Pages, Microsoft Word, Microsoft PowerPoint, Microsoft Excel.

AI & Emerging Tools:

Adobe Firefly, Google Gemini – Nano Banana, ChatGPT (to generate mockups, backgrounds and visuals), Canva AI.

PERSONAL PROJECTS

Apple watch faces: Designed 52 unique watch faces blending typography and visual storytelling. ([View](#))

Creato: Creato is an app for Apple Vision Pro which introduces creativity in all age groups by making learning intuitive, friendly, and fun. ([View](#))

Voice interaction design: Developed interactive particle system that dynamically reacts to sound, audio or voice input. ([View](#))

AR-Creating Snapchat Filters: Created and published AR filters on Snapchat using Lens Studio, achieving over 500,000 plays. ([View](#))

The Ultimate Sprint: The project presents a racetrack environment where four characters compete in a virtual running race. ([View](#))

REWARDS & RECOGNITIONS

- The **'Digital Art and Design Award for Excellence'** in the MFA Program for Graphic Design at New York Institute of Technology. ([Link](#))
- Tanay Govardhan recognized for his exceptional contribution. ([View](#))
- 'RAINBOW-BRTS'** User-Centered Transit App — Recognized by New York Institute of Technology. ([News Link](#))