Tanay Govardhan

United States (Willing to relocate) | Mobile: (US+1) 201-589-7877 | **tanaygovardhan@gmail.com / tgovardh@nyit.edu** | **PORTFOLIO** | **LINKEDIN**

Summary

I am a designer with over three to five years of experience specializing in UI Design, website design, visual storytelling and turning complex data into creative visuals. I recently worked with Central Garden and Pet where I designed marketing assets, website UI and paid media initiatives. I have earned Master's Degree in graphic design from New York Institute of Technology and also the Award for Excellence for my thesis and research and acknowledged for outstanding contributions as a student worker. Ready to relocate ASAP.

Skills

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

Relevant Skills: Presentation Design, Creative Leadership, Content Development, Typography, Iconography, Illustration, Motion Graphics, Branding, Color Theory, Layout, Editorial Design, 2D, Animation, Information Design, Environmental Design, Print Production, Packaging Design, Product Design, User Interface (UI), User Experience (UX), Style Guide Development, Conceptual Sketching, Character Illustration & Stylization, Traditional and Digital Drawing, Environmental Graphic Design.

Professional Experience

Central Garden & Pet   New Jersey, United States | (Sep 2025 – Dec 2025)
Graphic Designer

- Designed a wide range of digital campaign assets for Central Garden & Pet's upcoming brand, Best Bully Sticks which includes email graphics, landing pages, paid media visuals, web and mobile UI and imagery that align with seasonal promotions and new product launches, helping strengthen the brand's growing online presence.
- Collaborated with UX researchers, marketing team, art directors, and copywriting teams to build digital experiences user friendly, easy and convenient for our clients. Additionally created conversion driven visuals for e-commerce and social platforms such as Facebook, LinkedIn, and Instagram, as well as for major retail partners including Amazon, Costco, Target, and Walmart, ensuring every design reflects the brand's natural and premium positioning.
- Supported brand identity development, refining color palettes, typography, and imagery using multiple AI platforms to help shape the visual language of an emerging, fast-growing brand Best Bully Sticks within Central Garden & Pet's pet-treats portfolio.
- Maintained creative consistency across all digital touchpoints while aligning with Central Garden & Pet's corporate brand standards, ensuring professional quality, tone, and messaging throughout campaigns and product lines. (View Project)
- **Impact:** Gained hands on experience working with a new and upcoming brand, contributing directly to its growth, recognition, and visual evolution in the competitive pet-care market. Played an active role in establishing design systems and digital storytelling foundations that support BBS's expansion and consumer engagement.

Skills: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, CapCut, Wrike, Digital Marketing Design, Campaign Development, Branding, Visual Storytelling.

New York Institute of Technology   New York, United States | (Sep 2023 – May 2025)
Digital Designer

- Designed and developed PowerPoint presentations for multiple departments, transforming complex data and information into visually compelling graphics.
- Utilized Adobe Creative Suite (Illustrator, Photoshop, InDesign) to create polished presentations for faculty turning raw data into easy-to-understand visual elements.
- Developed an AI-driven personal assistant using Alexa Skills Blueprints and AI Chatbot for guiding students step by step to promote the university's transition from Google to Microsoft tools, driving higher student adoption. Developed 'Tanay the Trainer', an AI-powered personal workout assistant and 'AI Chatbot' using Voiceflow which is a creative extension inspired by this confidential New York Tech's initiative, showcasing innovative use of AI-driven voice interaction and conversation.
- Designed more than 30 social media posts, infographics, university signage and promotional materials for Instagram and Meta to promote university initiatives and events. Worked as social media ambassador and designed NYIT's University Signage, Facebook banners, Instagram posts, shot reels and edited them across different departments for NYIT'S Instagram page ensuring consistent brand guidelines of New York Institute of Technology. (SoAD Project) (Instagram Social Media Posts)
- **Impact:** Successfully boosted student adoption of Microsoft tools (Outlook, OneDrive, etc.) during the university's platform transition and increased engagement with School of Architecture and Design's social media content. Developed proficiency in artificial intelligence applications, including chatbot development and AI-driven conversational interface design. Adopted to work in fast paced environment and deliver projects before deadline.

Skills: Presentation Design, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Social Media Design, Infographic Design, Brand consistency, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Keynote, Freeform, Visual Storytelling, Voice UI Design (Alexa Skills), Typography, Content Design, Team lead, Procreate.

Self Employed   Pune, Maharashtra, India | (Jun 2018 – Jul 2023)
Freelance Visual Designer

- Delivered branding, packaging, and print design solutions for diverse clients including automotive, real estate, healthcare, food & beverage, sports, and local events.
- Designed complete brand identity and marketing materials creating unique visual identities aligned with each brand's positioning. (Auto Hut Project)
- Customized all designs using Adobe Creative Suite to meet client visions, business goals, and audience needs. Created packaging, logos, websites, managed different Instagram accounts and digital marketing materials blending thematic aesthetics with functional design for print and digital distribution. (Odonil Packaging Project)
- Took the initiative to launch a miniature business on Instagram, creating personalized cartoon portraits for different clients. This venture, which I consider a success, was deeply fulfilling as it allowed me to apply my art skills in the real world.
- **Impact:** Successfully strengthened client brand presence across multiple industries, leading to increased market visibility, positive client testimonials, and repeat business. Managed multiple projects simultaneously and delivered high-quality work within varying deadlines by maintaining strong organization, clear communication, and efficient workflow processes. The Instagram portrait venture expanded my client base internationally, enhanced my personal brand, and demonstrated my ability to convert creative skills into a profitable, self-sustaining business. (View Projects – Drive Link)

Skills: Instagram Video Editing, Typography, Large scale printing, Storyboarding, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Express, After Effects), Brand Alignment, Digital Content Design, Team Collaboration, Web Design, Interior Design, Product Design, Packaging.

Valley Explorers   New Delhi, India | (Aug 2021 - May 2023)
Junior Graphic Designer

- Contributed to brand building and marketing initiatives by designing social media banners, illustrations, and editorial visuals for tourism campaigns.
- Led the project in promoting a new tourism plan campaign, supporting branding brainstorms, and producing engaging content aligned with the brand voice. Adapted designs to audience preferences and consistently maintained visual consistency across platforms.
- **Impact:** 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)

Skills: Microsoft PowerPoint, Adobe Illustrator, Adobe Photoshop, Content creation, Illustrations, Typography and Layout, Color theory, Editorial design, CorelDRAW, PowerPoint Presentation, Illustration drawing, Procreate.

Education

Master of fine arts - Graphic Design & Media Innovation (2025) - Overall GPA - 3.65/4
New York Institute of Technology, New York City, NY, 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 (2022) - Overall Percentage - 78% (Ranked 4th in State with Distinction).
B.K.P.S. Abhinav Kala Mahavidyalaya, Pune, Maharashtra, India.

Projects, Rewards & Recognitions

- **Rainbow BRTS** (View Project): Created a user-focused transit app and brand identity/brand guide achieving a goal to make user commute easier.
- **Apple watch faces** (View Project): Designed 52 unique watch faces blending typography and visual storytelling.
- **Voice interaction design** (View Project): Developed interactive particle system that dynamically reacts to sound, audio or voice input.
- **AR-Creating Snapchat Filters** (View Project): Created and published AR filters on Snapchat using Lens Studio, achieving over 500,000 plays and high user engagement.

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