Shivalika Kohli

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🌐 www.shivalikakohli.com

Profile:
> Visual Designer and Artist

Education:
> University of Michigan, Ann Arbor, Bachelor of Fine Arts
> (Penny W Stamps School of Art and Design)
> Minor in History of Art.
> University Honors GPA 3.72/4.0   April 2023

Highlighted Skills:

> **Web Design and User Experience (UX):** creating user-friendly and visually engaging websites, understanding user behavior, and optimizing user experiences.

> **Branding and Visual Communication Design:** designing unique marketing collaterals and developing brand identities using graphic design principles that effectively communicate messages to target audiences.

> **Publication Design:** crafting visually compelling layouts and compositions for various printed materials, such as books, magazines, newspapers and brochures, while merging the principles of graphic design, typography, and editorial content

Work Experience:

> **University of Michigan, LSA Center for South Asian Studies -** *Program Assistant*
>
> October 2020 - April 2023
- Designed marketing materials - posters, brochures and infographics in line with branding guidelines to promote weekly lectures and panels hosted by the Center.
- Maintained weekly email newsletters to inform subscribers about upcoming events and conferences.
- Created and maintained websites for conferences and events to host conferences and hold archives for all academic materials.
- Developed unique digitally illustrated images to integrate into visuals for marketing collaterals

> **University of Michigan, Stamps School of Art, MFA Handbook -** *Research and Design Collaborator*
>
> May 2022 - September 2022
- Collaborated on content for academic research textbook alongside Lecturers and Grad students.
- Researched and compared designs for textbook genre to fit in-line with overall visual and academic goals.
- Curated mood boards for covers and internal designs leading to the final book cover and style guide.
- Developed layout designs for publication in line with UofM's branding leading to print production of the textbook.

> **Chippin, inc -** *Visual Design Intern*
>
> September 2021 - April 2022
- Progressed product images using Photoshop and Figma for further use in marketing collaterals and hero images on landing pages.
- Collaborated with the Head of Design on landing page layouts leading to an understanding of user experience and front end web design for e-commerce platforms.
- Created images for social media use to promote the brand's product (Sustainable dog food).
- Worked on e-commerce platform tool (like Amazon) to create product display pages.
- Designed packaging labels for dog food bags in line with brand style.

Tools:
C++
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe XD
Procreate
Figma
HTML
Generative Tools:
    Dal-e 2
    Stable Diffusion
    Adobe Firefly

Skills:
User Experience Design
Publication Design
Branding Design
Graphic Design
Communication Design
Exhibition Design
Typography
Bookbinding
Painting
Illustration

Trainings :
LSA Student Employee
DEI Certificate Program.

Exhibitons :

Stamps: Takeover!
at the Duderstadt Center Gallery
January 2022

Figment Fragment
Penny W. Stamps School of Art and Design
2023 Senior Exhibition
April 2023

Awards :

Penny W Stamps Dean's List: April 2022,
December 2022, April 2023