

Manav Dwivedi
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About

Creative Designer with 5+ years of experience across streetwear, fashion, and visual storytelling, specialising in garment design, graphics, and campaign development. Skilled in collection design, sampling, and material exploration, with a proven ability to bring concepts from ideation through to production. Experience spans global luxury retail (Harrods, Golden Goose), independent streetwear (Jaywalking, NoughtOne, Dilation), and cultural projects (Charles Jeffrey Loverboy, Mercedes). Proficient in Adobe Illustrator, Photoshop, and InDesign, with strong knowledge of garment construction, fit, and brand identity.

Experience

Freelance Art Director & Designer – London/India 2019 – Ongoing

- Designed and developed streetwear collections and garment graphics for Dilation, NoughtOne (Lakmé Fashion Week), and Jaywalking (2020), handling concept sketching, sampling, and production handover.
- Created bold prints, trims, and pattern concepts using Illustrator and Photoshop, aligning with contemporary streetwear culture.
- Designed and executed Charles Jeffrey Loverboy's pop-up at Dover Street Market LA, focusing on spatial branding and immersive retail storytelling.
- Delivered 30+ brand identities and campaign visuals for clients in fashion and arts, merging creative direction with hands-on execution.

Internal Communication Designer – Harrods | London 2025 - Ongoing

- Designed multimedia assets for internal campaigns, intranet, and events, ensuring visual clarity and brand alignment across the business.
- Produced video edits and motion graphics for high-profile internal events, amplifying engagement across 10,000+ employees.
- Organised and streamlined multimedia assets, improving accessibility and workflow for the comms team.

Sneaker Maker & Sales Assistant – Golden Goose (Harrods & Studio) 2024

- Designed custom sneakers, experimenting with materials and print finishes to create unique storytelling pieces.
- Enhanced visual merchandising and customer experience at Harrods, ensuring alignment with brand DNA.
- Acted as a creative-retail liaison, blending product knowledge with design expertise.

Creative Director & Print Lead – Dilation 2021 – 2024

- Directed garment graphics, apparel design, and print development, increasing client engagement by 30%.
- Led concept creation for over 20 streetwear and fashion projects, including True Black collaborations.
- Produced campaign decks and treatment-style visuals, setting the standard for the studio's pitches.

Creative Director – Mars Gallery 2021 – 2023

- Led branding, websites, and promotional materials for art events with Mercedes and Porsche.
- Designed editorial assets and social campaigns, increasing attendance by 15%.
- Developed flagship store design concepts, combining digital identity with spatial storytelling.

Junior Designer – Jaywalking

2020

- Assisted with streetwear collection development, contributing to graphics, apparel concepts, and garment layouts.
- Designed look-book assets and campaign visuals, supporting cohesive brand storytelling.
- Worked alongside senior designers to translate creative direction into technical outputs.

Junior Art Director – MainStreet Market Place

2018 - 2019

- Produced digital and print campaign assets to support retail and e-commerce growth.
- Developed branding kits and UI/UX layouts, creating scalable brand solutions.

Core Skills

- Garment Design & Development – Sampling, trims, fabrics, graphics, silhouettes
- Digital Tools – Adobe Photoshop, Illustrator, InDesign, Figma
- Streetwear Storytelling – Print design, visual narratives, culture-led campaigns
- Creative Execution – Motion graphics, pitch decks, brand identity, typography
- Retail & VM – Spatial design, pop-up installations, luxury merchandising
- Collaboration – Cross-team communication with marketing, production & design teams

Education

- MA Design for Art Direction (Merit) – University of the Arts London
- BA Design – Fashion & Lifestyle Accessories – National Institute of Fashion Technology, India

Certifications

- Motion Graphics Fundamentals – Skillshare (2023)
- AI Tools for Creative Design – Coursera (2024)
- Advanced Adobe After Effects – LinkedIn Learning (2022)

Languages

- English – C1 (IELTS 7.5) | Hindi – Native