

Vidhi Kontham

COMMUNICATION DESIGNER

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Vidhi is a Mumbai-based communication designer specializing in branding, motion graphics, typography, UI/UX and print media. She is a recent graduate of the Parsons School of Design and holds a BFA with Hons. in Communication Design, while also having served as the Creative Director for the New School Free Press. Her strength lays in being able to extract the best aspects of a project and using it creatively whilst solving all the problems at hand.

EDUCATION

Parsons School of Design (2024)
BFA (Hons) in Communication
Design GPA 3.98 - Dean's List

Mithibai College of Arts (2020)
Higher School Certificate
90%, 1st Class with Distinction

CREATIVE SKILLS

Branding, Motion design, Editorial design, App design, Handlettering and Calligraphy, Animation, Video editing, Screenprinting, Etching, Lithography, Relief printing, Letterpress, Creative Writing, Problem-solving.

SOFTWARE SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Figma, Adobe Indesign, Adobe Premiere Pro, Adobe Lightroom, Procreate, Avid Protools, Office 365 suite.

PROFESSIONAL EXPERIENCE

Brand Designer for Tiny Tots Dental Care (JUN 2025 - NOV 2025 / NY, USA | MUM, INDIA)

- Brand Identity development including logo suite, colors and typography.
- Custom hand-drawn illustrations and website design + all related assets.
- Office stationery including letterheads, business cards, email signatures and sticker sheets.

Freelance Graphic Designer

(MAY 2024 - PRESENT / NY, USA | MUM, INDIA)

- Presently working as a freelance designer on a project to project basis, primarily with brand identity systems.
- Working with an ad agency based in the UK to create packaging adaptations for Happy Halwai and Dairy Valley (DEC 2025).

Creative Director at New School Free Press

(AUG 2023 - AUG 2024 / NEW YORK, USA)

- Responsible for the overall creative direction for the press as well as leadership and management of Team Visuals (illustration, photo, video, web, print, and design).
- Hiring of staffers and handling inter + intra-team communication between all desks in the newsroom to ensure smooth running.
- Overseeing all content produced by Team Visuals and troubleshooting.
- Comprehensive overhaul of the brand as well as establishment and implementation of two brand manuals + a website.
- Encouraging newer series and creating series-specific branding + production of social media assets (Style Scoop, Fashion on Fifth, New Grooves).
- Production of three print issues; Fall '23, Spring '24 Vol.1 and Vol. 2 (the first print issues after Winter '21) covering important events and opinions, while platforming new artists and writers.
- Creation of social media assets and visuals for independent stories as part of Team Visuals.

Graphic Design Intern at RPG Group

(JUN 2023 - AUG 2023 / MUMBAI, INDIA)

- Revision and execution of brand manual and brand guidelines for the primary group (RPG Group) and its subsidiary groups (CEAT, KEC, Zensar).
- Production of social media assets for platforms such as Instagram, and Facebook.
- Introduction of motion graphics and banners for internal and external communications.
- Co-ordination and communication with planning, web development, marketing, and social media teams under the Group Head of Brand and Communications of the RPG Group.

Freelance Designer for Drishti Bharat

(JAN 2022 / MUMBAI, INDIA)

- A freelance branding opportunity to conceptualize and create the logo as well as logotype for a YouTube channel.

Freelance Designer for Hinduja Foundation

(MAR 2021 / MUMBAI, INDIA)

- A freelance illustration opportunity to create a season's greetings e-card for the Hinduja Foundation, a social-welfare driven foundation of the Hinduja Group.

Graphic Designer at Toothland

(MAY 2020 - AUG 2023 / MUMBAI, INDIA)

- Projects undertaken in this role were a revision of the logo type and consequently all brand assets such as letterheads, stickers, consent forms and business cards.
- Additional assets included season's greetings e-cards for festive seasons such as Christmas, Diwali, New Year's, as well as friendly social-distancing reminders during the pandemic.

LANGUAGES

English, Hindi, French, Marathi, and Konkani.

INTERESTS

Literature, Discourse, Music, Art, Psychology, Languages, Cinema, Photography, Sociology, Cooking.