

Kalindi Desai

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Creative Portfolio (kalindirose.com)

Skills

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Microsoft Excel, VariabLink, Creatopy, Figma

Print Production, Data Management, Layout Design, Scripting & Programming, Typography, Branding

Education

Texas A&M University,
College of Liberal Arts

Received Bachelor of Arts degree in Communication with Minor in New Media Art in May 2022

Notable courses:

- Theories of Communication
- Visual Communication
- Research Methods in Communication
- Graphic Design I, II & III

Leadership

Young Life Leadership - April 2019 to April 2022

- Mentored students at Bryan High School through relational ministry by joining them at school lunches, sporting events, and extracurriculars
- Established strong people skills by working with team members to plan weekly events and fundraising
- Created a strong social media presence to interact with the high school audience and promote events

Work

Print Automation Designer - June 2024 - Current
Designer - August 2022 - June 2024

MASTERWORKS AGENCY

- Spearhead new automation-based, data-driven design system to support the company's ongoing print automation efforts
- Create and continuously improve the company's print production templates, assets & workflows
- Integrate variable data merging within InDesign and VariabLink softwares
- Design visually appealing and effective print mailings and digital ads with strategic use of typography and layout using Adobe InDesign, Illustrator, and Photoshop
- Manage a multitude of ongoing projects and deadlines in an organized, efficient, and timely manner
- Oversee projects from initial template setup through to final print and publishing
- Collaborate with various departments to incorporate feedback that leads to drastic improvement for all parties
- Champion the creative team as the go-to when it comes to production specs, industry standards and color systems
- Develop and master a keen eye for detail

Marketing Student Worker - August 2020 to May 2022

TAMU DIVISION OF ACADEMIC & STRATEGIC COLLABORATION

- Designed marketing and event materials using Adobe InDesign, Illustrator, and Photoshop
- Updated the division's website with the Kentico software
- Created, scheduled, and published posts on Facebook and Twitter
- Edited and organized spreadsheets through Microsoft Excel
- Built a consistent brand for Brazos Valley Worldfest, the annual event organized by DASC
- Enriched knowledge of brand management, logo design, and strategic communication tactics

Work Crew Boss - Summer 2021

LAITY LODGE YOUTH CAMP

- Co-managed a team of 16 high school aged girls in washing the dishes, setting up the dining hall before and after meals, serving food to campers and staff, and assisting in various camp activities
- Improved work ethic and team community through effective direction and intentional conversation
- Cultivated deep relationships with team, continuing to mentor them throughout the year