

SNEHA GARG

VISUAL & MOTION DESIGNER

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Location : New Delhi, India

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Hi, I'm a communication design student, at NIFT Delhi, with a focus on brand identity and motion design, and a broader practice across editorial, illustration, and digital formats. Skilled in building concept-driven visual systems - typography, layout, illustration through to execution.

EDUCATION :

B. Design - Fashion Communication

National Institute Of Fashion Technology, Delhi
2023 - 2027 - CGPA 8.7

Senior Secondary - Commerce with Maths

Apeejay School Panchsheel Park, New Delhi
2020 - 2022, CBSE Board - Scored 98%

Matriculation

Apeejay School Panchsheel Park, New Delhi
2020, CBSE Board - Scored 96%

WORK EXPERIENCE :

Creative Intern

Ogilvy & Mather

June' 26 - Aug' 26

Worked across brands including Mother Dairy, Campus Shoes, ENO, India Gate, and Dalmia Cement on campaigns, packaging, pitch decks, social creatives, and print collaterals. Contributed across research, ideation, design execution, illustration, and mockups in a fast-paced agency environment.

Motion Designer

Studio Snatched

July' 26

Created the launch logo animation for an emerging design studio, independently developing all visual assets and bringing their new identity to life through motion.

Design Intern

Ferns N Petals

June' 25 - Aug' 25

Designed social media content and customized product visuals across formats including cakes, mugs, and cushions, aligned with brand aesthetics. Developed packaging for new product launches and created a booklet for a corporate event, focusing on layout and visual consistency.

Visual Communication Intern

WorkDoneApp

June' 24 - Aug' 24

Led a small graphics team on visual identity and content strategy for the brand's app launch campaign.

Graphic Design Intern

Pathshaala

Jan' 24 - May' 24

Designed posters, banners, and brochures for institutional events and announcements.

SKILLS :



DESIGN FOCUS :

- Visual Identity & Branding
- Motion Graphics & Animation
- Illustration & Concept Development
- Typography & Layout Design

INTERESTS:

- Visual Culture & Observational Research
- Exploring Traditional Art Forms & Crafts
- DIY & Material Experimentation
- Dance & Movement

ADDITIONAL EXPERIENCE:

1st Place, On-the-Spot Design Competition

NSUT College, Mosaic Event

Designed fragrance packaging under a set of live briefs and time constraints in a single hour.

1st Place, Film Making Competition

Bhim Rao Ambedkar College

Shot and edited a short film on-campus within a fixed timeframe, on a topic assigned the night before.

Creative Head

Film and Photography Club, Nift Delhi

Led complete visual identity for the college fest across two consecutive years. Produced graphics across digital and print formats and contributed to annual yearbook production. Organized club events and coordinated creative execution.

ACADEMIC PROJECTS :

Adobe X Calendar Design

Graphic Design | Studio Photography

A mock calendar project around developing a cohesive visual language through graphics and photography. I worked across the project's graphic design, creating the monthly visual assets and assisting with the ideation and shoots.

Spectrum Nift Delhi

Website Design

A collaborative project to design and develop the official website for NIFT Delhi's annual fest. Working in a small team, I contributed to the event illustrations and independently coded and implemented the complete website.

Baankari

Brand Identity Design

A branding and strategy project reimagining Ringaal bamboo craft for contemporary markets; bridging tradition with modern design through a cohesive identity system rooted in material, culture, and craft.

Body Shop

Store Experience Design

A store experience design project focused on reimagining The Body Shop's retail space as a more immersive, experience-led environment. We developed the spatial concept and translated it into a 3D-rendered walkthrough, exploring the customer journey and interaction with the space.