TANVI DALVI

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Portfolio: **tanvidalvidesign.com**, LinkedIn: **linkedin.com/in/tanvivdalvi**

Education: University of Michigan 2025, Bachelor of Fine Arts, GPA: 3.93

Visual designer with 4+ years of experience across branding, packaging, marketing, and publication design. Experienced in taking concepts from development through final delivery, collaborating cross-functionally, and creating cohesive visual systems across formats. Skilled in Adobe Creative Suite, motion design, and incorporating generative AI into creative workflows.

EXPERIENCE

IN-HOUSE DESIGNER, Wow Bao
2026 - CURRENT
- Collaborate with the marketing team on visual assets across campaigns, events, email marketing, packaging, and promotions.
- Design campaign and event assets for brand activations, including Lollapalooza, and develop packaging graphics and production-ready edits, including a Costco box, balancing brand standards, technical requirements, and visual impact.
- Create motion graphics for a video reel displayed on Wow Bao vending machines in airports across the U.S.
- Incorporate generative AI into ideation, image editing, and retouching workflows.

PUBLICATION DESIGN FREELANCER, Biograph
2026 - CURRENT
- Develop book covers & interior page layouts, combining typography, imagery, & composition to create polished, print-ready books.
- Help bring family stories to life through published books, creating lasting keepsakes that preserve personal histories for generations to come, with projects culminating in print releases and book launches.

DESIGN INTERN, PepsiCo (Bubly, Cheetos & Starbucks)
2025
- Collaborated cross-functionally with design leads, interns, and program managers to develop brand-aligned concepts.
- Executed design solutions from concept to presentation, managing multiple projects while ensuring craft, accuracy, and brand consistency.
- Developed packaging and visual identity concepts for brand campaigns, collaborating across teams in New York and Texas, presenting work to industry professionals.
- Created print-ready packaging for Bubly products launching in the U.S. and Canada, increasing available working space on cans by 33% while balancing creativity with strategic and technical requirements.

PENSOLE LEWIS COLLEGE MASTERCLASS: PACKAGING DESIGN, PepsiCo (Doritos)
2025
- Designed bold, Gen Z–focused Nacho Cheese packaging concepts, translating research & trend insights into innovative packaging solutions
- Partnered with PepsiCo mentors through multiple iterations, incorporating feedback and presenting polished deck to industry professionals
- Developed technical mockups and brand-aligned visuals, demonstrating executional craft and attention to detail

PACKAGING DESIGN & GRAPHIC DESIGN CONTRACT FREELANCER, Spazio Graphics, LLC
2024 - 2025
- Created product packaging mockups, high-quality print and digital marketing assets for multiple clients using Adobe Illustrator and Photoshop, delivering functional, aesthetically & visually engaging solutions that aligned with client goals and brand identity.

GRAPHIC DESIGNER AT COLLEGE OF ENGINEERING, University of Michigan
2023 - 2025
- Designed for various social media platforms & print assets using Adobe InDesign, Illustrator, Photoshop & Canva
- Developed logos, established color usage, planned and executed projects efficiently, communicated design decisions

EDUCATION & AWARDS

IRENE BYCHINSKY BENDLER AWARD IN DESIGN (05/24)
Winter Awards at Stamps School of Art & Design at University of Michigan, awarded for excellence in design, recognizing creative innovation, executional craft, and potential for professional achievement in the field.

JAIN INDUSTRY MENTORSHIP PROGRAM WITH NEWELL BRANDS (01/24)
Participated in industry-led workshops and mentorship, gaining insights into design strategy, product development, and professional practice.

SKILLS

- **TOOLS** Proficient in Adobe Creative Suite: Illustrator, InDesign, Lightroom, Photoshop, Fresco, Express, After Effects, Microsoft Office: Word, Powerpoint, Excel, Canva, Rhino, Figma
- **DESIGN EXPERTISE** Graphic Design, Original Illustration, Typography, Visual Identity, Branding, Design Systems, Packaging Design, Layout Design, Print Production, Conceptualization, Digital & Social Assets, Color Theory, Storytelling, Generative AI, Motion Design, Social: Instagram, LinkedIn, TikTok, Marketing Campaigns
- **LANGUAGES** English, Hindi, Marathi

EXHIBITIONS

04/25 **COMMENCE: A GRADUATING STUDENT**, Stamps Gallery, Ann Arbor, MI
02/25 **UNDERGRADUATE JURIED EXHIBITION**, Stamps Gallery, Ann Arbor, MI **(Featured Speaker)**
02/25 **SCIENCE AS ART**, Duderstadt Center, Ann Arbor MI