

Creative Director and Educator

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Nikita Valerie Hurtis

I am..

A visual design specialist with 7+ years of experience in brand, product design, and creative direction.

I am proud of..

My extensive knowledge and experience across varying fields in design and my ability to integrate mindfulness, empathy and psychology to solve problems and create effective user experiences.

Tools

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Figma

AI

Rhino 3D

Keyshot

MS Office

View my extensive portfolio:

[Click Here](#)

Work Experience

Mentor,
Branding & Identity



AND Academy
Jun 2023 - Present

Mentored aspiring creatives on branding and identity.

Applied design thinking, storytelling and visual communication skills to guide learners.

Provided feedback and coaching on projects and portfolios.

Research & Freelance
Auroville, TN

Jun 2023 - Dec 2023

Designed and consulted startups & firms on impactful eco-social initiatives.

Implemented branding and marketing strategies, **bolstering brand identity for eco-conscious businesses.**

Collaborated with diverse talent to **innovate and deliver effective design solutions.**

Key category expertise: **Hospitality, food & beverage and non-profit organizations.**

Sr. Graphic Designer

D.

Design Brewery
Sep 2022 - May 2023

Spearheaded diverse design projects, **boosting brand identity and social media presence for clients spanning industries.**

Established design standards ensuring quality and coherence across agency deliverables.

Mentored junior designers, providing feedback and guidance for skill development.

Managed client relationships and coordinated integrated solutions with marketing, web and content teams.

Clients included **Okaya, Race Energy, Orilite, Apeejay Group, Nortek LED and Crestech.**

Education

2012 - 2016
Bachelor of Design,
Product Design
Symbiosis Institute of Design
Pune, India

2008 - 2011
Bachelor of Arts,
Psychology
SSR College of Arts,
Commerce & Science
Silvassa, India

Design Skills

Design Thinking
Color Theory
Research
Typography
Illustration
Concept Art
Visual Communication
User-Centered Design
User Experience Design
Concept Development
CAD
Product Development
Material Exploration

Languages

English
Hindi
Portuguese
Gujarati

Work Experience

Design Lead



XR Central
Feb 2022 - Sep 2022

Established creative vision and visual tone for the XR design studio.

Applied user-centric design principles to **deliver innovative solutions** across various digital platforms.

Built teams and optimized departmental resources and workflows.

Fostered collaborative partnerships with clients, stakeholders and developers to craft immersive XR experiences.

Clients included **India Art Fair, SpiceJet, Infosys, Gigabyte, LSG, Accenture, Adani and Mercedes.**

Freelance Designer
Mar 2020 - Dec 2021

Provided comprehensive design services encompassing **product, web, print media, branding, and illustration.**

Executed diverse projects with meticulous **attention to detail** and **client satisfaction.**

Applied creative strategies to deliver **impactful design solutions across mediums.**

Key category expertise: **Food & Beverage, Furniture & Interiors and Fashion**

Design Consultant



Administration of
Daman, Diu and
Dadra & Nagar Haveli
Sep 2017 - Feb 2020

Designed functional spaces by applying creative, space-saving solutions.

Visually communicated with clients through drawing sets, reports, presentations.

Innovated material solutions for design challenges, **collaborating with consultants and contractors.**

Managed on-site visits, supervised installation, **ensuring coherent design outcomes.**

Product Design



Rayden Design Studio
Dec 2015 - Jun 2016

Designed WATR, a range of serve-ware for my internship project at Symbiosis Institute of Design.

Developed product and packaging, aligning with brand vision and market demands.