

Riddhi Vaidya

Graphic Designer | Creative Conscience Award Winner
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PROFILE

Graphic Design and Fine Art graduate with a Creative Conscience Global Award for Social Impact specializing in branding, typography and illustration, and a passion for using creative campaigns to help brands grow.

WORK EXPERIENCE

2025 GRAPHIC DESIGNER, NEON NOTTINGHAM

Supported the opening of a new business through photography, social media content creation, designing event posters and promotional tools. Building a brand identity through designing logos, menus and a business website.

2024 FREELANCE DESIGNER, 200 DEGREES COFFEE

Collaborated with the Marketing Director and designed concept packaging for a seasonal campaign exploring illustration and typographic ideas within established brand guidelines. Gained hands-on experience responding to a professional brief, interpreting feedback and preparing work across print and digital formats using Adobe Creative Suite.

2022 MOTION GRAPHICS DESIGNER, QUANTUM DATA TECHNOLOGIES

Partnered with a Software Engineer to interpret a brief about risk management and machine learning. Prepared storyboards, pitch decks and presentations to demonstrate the visual translation of software development processes. Created hand drawn animated videos the company's range of clients.

2021 ART STUDIO AND GALLERY INTERN, INITIA PTE LTD

Created visual assets for studio projects including logo concepts and packaging design. Assisted in the company's photography studios with editing, art direction and preparation of assets across marketing and client deliverables. Collaborated with senior designers on client presentations and promotional creative projects.

PROJECTS

2022 MBSC SHARE THE MOMENT, MARINA BAY SANDS

Contributing artist for large-scale animated projections on The Fullerton Hotel, translating an NGO brief into landmark-scale public visual narratives.

2021 A NEW SACRED, DBLSPCE SINGAPORE

Participating artist collaborating with the Migrant Writers of Singapore translating personal journals and assisting with exhibit curation.

2021 IMAGINING NEW FUTURES, GILLMAN BARRACKS

Selected artist and curator creating publicity material and promotional events, responsible for installation and liaising with gallery clients and visitors.

EDUCATION

2022-2025

BA (HONS) GRAPHIC DESIGN
NOTTINGHAM TRENT UNIVERSITY

2019-2022

DIPLOMA IN FINE ART
NANYANG ACADEMY OF FINE ARTS

SKILLS

ADOBE ILLUSTRATOR
ADOBE AFTER EFFECTS
ADOBE PREMIER PRO
ADOBE PHOTOSHOP
FIGMA
BLENDER