

kanika trivedi

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Visual Designer & Creative Storyteller

EDUCATION

2021-2024

MA- Graphic Design & Visual Experience

MA- Furniture Design

Savannah College of Art and Design (SCAD), Savannah

2020

Architecture Journalism course

by Architecture Chat

2019

Summer Design Studio

Bartlett School of Architecture, London

2014-2019:

B.Arch Bachelor of Architecture

Aayojan School of Architecture, Jaipur

SKILLS

Software

Adobe Photoshop • Adobe Indesign • Adobe Illustrator • Figma • Key Shot • Autodesk Revit • Adobe XD • Adobe Lightroom

Design

Visual Design • Branding • Packaging • Design • Editorial • Copywriting • UI Design • Product Design • Brand and Visual Identity • Product Design • Social Media Marketing • Storytelling • Art Direction • UX Research • Design Thinking • Brand Strategy • Creative Writing • Content Creation

RECOGNITION

2023

UX Research Project "Metaverse Identity" publication in Litepaper by LAMINIA I

2023

Innovation + Design by ISFD
Finalist (Product Design Category)

2020

Reviving Cultural Heritage using Architecture as a Medium- Research Paper Publication with IIE

CERTIFICATES

2024

SCAD Amp Certificate of Completion

2023

Design Research and Insight Translation by Lextant - (User Experience Research)

PROFESSIONAL EXPERIENCE

DAVIS Furniture, High Point | Social Media + Marketing Designer | Oct2024-Feb2026

- Led content strategy and visual direction across Davis Furniture's social platforms (Instagram, LinkedIn, Pinterest, Facebook), strengthening brand cohesion and achieving a 54.5% follower increase on LinkedIn and a 23.6% increase on Instagram through organic design-led storytelling.
- Built and maintained scalable design systems used across web, social, and print, enabling consistency, efficiency, and adaptability across campaigns and product lines, with a combined digital and physical reach of 25K.
- Applied Animation skills to develop dynamic visual content for digital marketing campaigns, measurably increasing user engagement and communicating value propositions.
- Planned and executed multi-platform campaigns for major product launches, including Neo-Con 2025 (50K+ design professionals), increasing product visibility and press exposure through meticulous attention to detail and strategic sales presentations.
- Wrote and refined press releases, product descriptions, and promotional content for web and print, ensuring brand consistency, SEO optimization, and alignment with Davis's voice, while adhering to deadlines and demonstrating strong communications skills for an audience of 17K professionals.
- Designed digital and print marketing collateral, including product lookbooks and launch assets, in close collaboration with marketing and creative teams, to support high-scale product development.
- Monitored and analyzed performance metrics using Sprout Social, translating insights into strategy refinements, that secured 6,000+ new LinkedIn followers within a single year organically.

Deloitte x SCAD Pro, Savannah | Creative Lead | Spring 2024

- Developed User Experience Framework for ideal client experience from research and generated marketing strategies, translating complex business requirements into engaging visual solutions for enterprise applications.
- Spearheaded ideation and developed a creative vision along with the team, managing multiple projects effectively and meeting 100% of project milestones
- Devised copywriting for the microsite from conceptual territories and achieved a cohesive tone of voice, ensuring clear communication of complex value propositions.

CBS Sports x SCAD Pro, Savannah | Writing Lead | Fall 2023

- Spearheaded the curation of the overall narrative of the project and based on it developed the final three-part presentation event for key stakeholders, showcasing strong interpersonal skills and storytelling abilities.
- Crafted compelling script, narration and developed a Super Bowl TV commercial, demonstrating creativity and attention to detail.
- Developed a visual content & strategy along with timely content on the process of the project, managing multiple projects and meeting deadlines.

Architecture Chat, Bhopal | Communications Intern | Aug 2021-Dec 2021,

May 2022-Sept 2022

- Analyzed social media traffic and enhanced the presence with an optimized marketing strategy, increasing organic reach through web content management principles.
- Developed graphics with typography and copy for social media, utilizing design tools and maintaining meticulous attention to detail and improving visual brand engagement.
- Developed web services and executed marketing funnels, increasing user interaction through strategic customer engagement and communications.
- Organized online workshops and coached students on topics related to architectural design, demonstrating strong communication and organizational skills.

ADDITIONAL EXPERIENCE

2024 ICFF+Wanted Design Student Social Media Support

Generated content at the International Contemporary Furniture Fair for social media.

2023 SCAD Glyph Social Media Strategist

Social media strategist for the graduate student club at SCAD Graphic Design Department.

2021 SCAD Story Docent

SCAD Story is a 4D experience show about Scad and how it came to be. Docents attend to guests and run the show every half an hour.