TANVI ECHPILANI

BRAND & VISUAL DESIGNER

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ABOUT

Visual designer with 3+ years across brand identity, digital and web design, social creatives and in-store visual systems. Experienced in translating brand guidelines into consistent visuals across digital and physical touch points, leading small design teams, and working directly with clients from brief to final delivery. Trained in UX/UI and WCAG accessibility.

SKILLS

Design: Brand Identity, Visual Merchandising, Window & In-Store Display, Creative Direction, Campaign & Social Creatives, Website & E-commerce Design, UX/UI Design
Tools: Figma, Photoshop, InDesign, Illustrator, Microsoft PowerPoint and Word
AI: Prompt engineering, AI-assisted design and generative AI tools
Strengths: Problem solving, analytical thinking, leadership, cross-functional collaboration, clear communication
Languages: English, Hindi, French

WORK EXPERIENCE

Brand Manager | *GROG Events & Entertainment* Feb 2025 – Oct 2025 | Delhi

- Led the creative and branding for events, shaping how each one looked and felt, from social and digital to the on-ground experience.
- Managed a design team and worked directly with clients, keeping everything on brand and seeing it through to the final event.

Lead: Visual Merchandising | *Pandora* Feb 2023 – Apr 2024 | Vancouver

- Designed window and wall displays using visual hierarchy and brand guidelines to drive product discovery and sales; set merchandising standards across stores.
- Trained the team on our products and set clear merchandising standards, so each store felt consistent and well put together.

Brand Manager | *Growify Digital LLP* Oct 2021 – Apr 2022 | Delhi

- Worked on websites for brands like: Tarun Tahiliani, Ridhiiee Suuri, Heart Up My Sleeves (Shark Tank), Baise Gaba, Sammsara, Safaa, Shruti Sancheti, OMTC NYC and more.
- Acted as the main point of contact for clients, turning requirements into clear briefs and running website projects end to end, from briefs through final handover.
- Managed a team of professionals working under me, coordinating their work and keeping delivery on track across websites and digital campaigns.

EDUCATION

- **Fashion Marketing Diploma** | LaSalle College, Vancouver (2020)
  Dean's Honor Roll · Multiple Semesters Outstanding Achievement Award
- **Fashion Design Certificate** | NIFT, New Delhi (2017)
- **Interior Architecture & Design** | Pearl Academy, New Delhi (2016)

CERTIFICATIONS

- Professional Bootcamp in UX/UI Design | DesignBoat UI/UX School 2024
- Google UX Design Professional Certificate | Google 2026
- Google AI Professional Certificate | Google 2026
- WCAG Compliance: Web Accessibility Best Practices | Coursera 2026