

DIYA MANEK

Communication Designer | www.kyaakardiya.com

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Mumbai, India [in LinkedIn](#)

EDUCATION

École Intuit Lab (UG Diploma)

Mumbai, India
2020 - 2024

UG in Visual Communication and Design
Vice President of the Student Club 2021-2022
Class Representative for two consecutive years

Mumbai University (BA)

Mumbai, India
2020 - 2023

Bachelor of Arts in Economics

Kishinchand Chellaram College (HSC Science)

Mumbai, India
2018 - 2020

Passed with First Class
Subjects: English, French, Economics, Physics, Chemistry and Math

ACTIVITIES AND PROFESSIONAL DEVELOPMENT

Internships:

- Creative Intern at Talented Agency** Jun'23 - Nov'23
 - Contributed to impactful campaigns like "1947% More History" for Britannia
 - Crafted assets for brands such as Britannia Industries, Good Day and NutriChoice
 - Participated in key brand pitches and refresh projects
 - Additional brands worked on being Clear Trip, Budweiser and Ito1 Help
- Communication Design Intern at Radhika Chopra Design** Jun'22 - Aug'22
 - Worked on Brands such as The Nutcracker, Chanakya, Honeybees Preschool, Jade by M&K, ELDECO and more
 - Created Illustrations for Honeybees Preschool as a part of their Brand kit
 - Designed a 19"x60" Advertising Hoarding for Honeybee's Preschool
 - Pitched names for Luxury Clothing Brand based in the US
 - Conceptualized Logos for Jade by M&K and ELDECO
 - Created on Social Media Layouts for The Nutcracker and Only Natural Diamonds.
- Social Media Intern at A House At The Beach** Jul'21 - Jun'22
 - Content Creation : Shooting and Editing Reels, Product Photography
 - Instagram and Pinterest Marketing
 - Assisting during Fashion Photoshoots with art direction and photography
 - Working with Models and Influencers
- Social Media and Design Intern at Kala Ghoda Art Kart** Nov'21 - Feb'22
 - Grew Instagram page to 550+ followers organically
 - Created product, informative and people-centric content, i.e. stories of Indian Artisans on the platform and interviewing them
 - Producing Reels on Premier Pro

SKILLS

- Adobe Suite
- Figma
- MSO Suite

LANGUAGES

- English
- French
- Hindi
- Gujarati

HOBBIES

- Art Gallery hopping
- Curating Music Playlists
- Consuming Pop-Culture
- Traveling



- **Design Intern at Upcyclers Lab** Apr'21 – Jun'21
 - Developed 8 Downloadable Printables for Children teaching various things about the environment such as Waste Segregation, Energy Saving etc.
 - Designed Floral Themed Notebooks for promotion.
- **Assistant to Designer at Leha Design House** Nov'20 – Jan'21
 - Worked on basic Social Media strategies for the brand Moohmaya
 - Content Creation for Social Media as well as Online Store
 - Logo Designing for up and coming start-ups under Leha Design House
 - Basic Material Sourcing for Fashion Brand
- **UI-UX Intern at Tsunami Venture Co.** Jul'20 – Oct'20
 - Designing Interface for marketing projects such as Indian Express, Mutual Funds Sahi Hai, etc
 - Pitching ideas for Marketing Strategies
 - Content Creation for Projects



Social Work:

- **Member - Leo Club of Juhu** 2020 – Present
- **Joint District PRO, Leo District 3231 A3** Jul'22 – Jun'23
 - Part of the governing body for over 30+ Leo Clubs
 - Contributed towards making Leo District 3231 A3 the most followed district in the country across social media platforms
 - Created 'The Business Maverick', a project helping connecting and promoting 40+ business withing the District
- **Social Media Director, Leo Club of Juhu** Jul'22 – Jun'23
 - Winner: Best Bulletin In the Multiple District 3231
 - The Best Bulletin created amongst 70+ clubs
 - Introduced the Leo Club of Juhu LinkedIn page to help members connect with other members of the club – boosting networking, careers and business
 - Bulletin Director for the year 2022-2023
 - Lead a Service Project at Jeevan Asha old-age home donating essentials, interacting with the Senior Citizens and playing a Bollywood-themed Tambola.
- **Creative Director, Leo Club of Juhu** Jul'21 – Jun'22
 - Increased Content interaction by 83.8% and Reached 1,057% more accounts in the span of 2 weeks.
 - Specialize in Reels and Instagram Stories
 - Lead the Club's largest clothes donation drive "Unfolding Happiness" resulting in over 800 beneficiaries



Volunteering:

- **Volunteer at the Mumbai Urban Art Festival (ST+ART India)** Dec'22
 - Managed the sales and marketing of merchandise at the festival, generating sales which go towards funding more festivals open to the masses, striving to create "Art for All".
 - On-site management of installations created by 50+ Artists.
 - A volunteer for 1 week.



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