

# PRIYAL VICHARE

Jersey City, NJ | [priyal.2016@gmail.com](mailto:priyal.2016@gmail.com) | (518)-419-4758

[www.linkedin.com/in/priyal-vichare1010](https://www.linkedin.com/in/priyal-vichare1010) | Portfolio link: <https://priyalvichare.com/>

## EDUCATION

### Northeastern University, College of Professional Studies

Master's in Digital Communication and Media/Multimedia,  
Concentration in Animation; G.P.A.: 3.71

Boston, MA

September 2019- December 2021

### LR Tiwari College of Engineering, University of Mumbai, India

Bachelor of Engineering (BE) in Computer Engineering; Aggregate: 64.4%

Mumbai, India

September 2011- May 2015

### Sardar Vallabhbhai Patel Polytechnic, University of Maharashtra State Board Education, India

Diploma in Computer Engineering; Aggregate: 73.45%

Mumbai, India

September 2008- June 2011

## TECHNICAL SKILLS

- **Skills:** Digital Content Creator, Graphic Design, Social Media, Marketing, Storyboard, Stop-motion, Rendering, Rigging, Character Design, Product Photography, 2D Animation, 3D Animation, Modeling, Texturing, Photo Editing, Color Grading, Photo Retouching, Creative Design, Presentation Design, AI-Driven Content
- **Software Tools:** Adobe Creative Suite, Autodesk Maya, Autodesk Mud box, Illustrator, Zbrush, After Effects, Photoshop, Figma, Blender, Adobe XD, Audacity, Final Cut Pro, Premiere Pro, Animate CC, Body Paint, Substance Painter, MS Office, Klaviyo, InDesign, Adobe Lightroom
- **Programming:** C, C++, HTML, CSS

## EXPERIENCE

### TrueFacet LLC

#### Senior Graphic Designer

New York City, New York

February 2025 – Present

- Assist with planning and executing product launches, campaign rollouts, and brand activations.
- Own creative timelines and collaborate with marketing, ops, and partnerships teams.
- Track deliverables, route assets for approvals, and ensure all projects stay on schedule.
- Work fluidly across Adobe Creative Suite, Canva, and Figma, adapting to the best platform for each project type and stakeholder need.
- Translate complex concepts into clear, engaging visual formats that elevate brand storytelling and business communication.
- Collaborate closely with the Brand and Design team, as well as Marketing, Comms, and stakeholders, to deliver high-quality, brand-aligned work.
- Contribute to the development and evolution of branded templates and design systems that improve consistency and efficiency across teams.
- Prioritize and manage multiple projects within design specifications. Provide support during the design, production, and review stages of multimedia projects. Manage multiple development tasks and projects simultaneously.

### Forever Companies

#### Senior Graphic Designer

Franklin, Wisconsin

July 2023 – November 2024

- Develop and execute creative and innovative designs for our digital and print assets, including but not limited to website graphics, social media visuals, email newsletters, packaging designs, and marketing materials.
- Collaborate closely with our marketing and product teams to understand brand guidelines and create visually stunning designs that align with our brand identity.
- Create and maintain a consistent visual language across all platforms, ensuring our designs are aesthetically pleasing and user-friendly.
- Stay up-to-date with industry trends and best practices in graphic design, incorporating new techniques and technologies into your work.
- Own ideation and creation of inventive, customer-centric, high-fidelity branded designs that meet marketing objectives while delighting our audience. Design across varying mediums for a wide range of projects, including product marketing, content marketing, integrated campaigns, brand campaigns, branded merchandise, and more.
- Manage multiple design projects simultaneously, prioritizing tasks and meeting deadlines.
- Take ownership of the design process from concept development to final production, ensuring high-quality deliverables.

### The Betesh Group

#### Senior Graphic Designer

Newark, New Jersey

August 2022 – March 2023

- Key responsibilities include developing digital assets needed for brand websites, social media, email, and other marketing programs to

drive brand awareness, and sales.

- These assets will include product and lifestyle images across a range of types (i.e. static, animated, and video).
- Direct and execute these efforts, by creating graphics and leveraging the company's in-house photographer.
- Work closely with in-house cross-functional resources to create on-brand images.
- Demonstrated ability to manage the entire creative process, ensuring projects are completed on time.

#### **TrueFacet LLC**

**New York City, New York**

#### **Digital Media Content Creator**

**April 2021 – August 2022 / April 2023 – July 2023**

- Powerfully and purposefully leverage the brand's design, illustration, and tone to visually communicate intricate concepts compellingly while building brand equity. Produces graphic design artwork to support marketing efforts using technology and computer software packages for the brand. Design digital-focused, customer-facing communications, meet or beat deadlines provided by Growth Marketing teams and to an excellent standard.
- Prioritize and manage multiple projects within design specifications. Provide support during the design, production, and review stages of multimedia projects. Manage multiple development tasks and projects simultaneously.

#### **Northeastern University**

**Boston, Massachusetts**

#### **Digital Media Lab Proctor**

**January 2021- April 2021**

- Monitor computer users to ensure that they are authorized for access. Help students by answering their questions to the best of your ability. Refer them to other information sources (i.e. instructor, handouts, manuals, ITS). Provide general help with computer operation and software features.
- Collaborated & mentored peer Lab Proctors to help and guide professors & students. Keep and monitor equipment lending log and contact the help desk for projector or sound problems. Maintaining the lab and checking lab supplies and equipment.

#### **Afternoon Films**

**Mumbai, India**

#### **Graphic Designer**

**September 2016- June 2019**

- Designed, developed, and delivered art projects to clients according to specifications. Created abstract sculptures to be displayed in local establishments. Hands-on experience using Digital PC, Digital iPad Pro, Wacom tab, and many more technical devices.
- Created eye-catching two or three-dimensional graphics and engaging designs. Developed illustrations, logos, and other designs using software or by hand and software. Conceptualized visuals based on requirements. Prepared rough drafts and presented ideas.
- Knowledge of skills such as modeling, texturing, storyboarding, stop motion, 2D animation, and 3D animations by using applications/software like Autodesk Maya, Autodesk Mud box, Illustrator, Zbrush, After Effects, Photoshop, Illustrator, Adobe XD, Audacity, Final Cut Pro, Premiere Pro, Animate CC, Body Paint, Substance Painter, etc.

#### **Excel Private Limited, (Franchise of Wipro InfoTech)**

**Mumbai, India**

#### **Desktop Engineer**

**November 2015- June 2016**

- Handled Desktop Engineering Services for client Dena Bank, a leading nationalized bank in India.
- Provided first-aid technical assistance to troubleshoot software and hardware issues.
- Assisted engineers by resolving higher-level system-related problems and assigned engineers to contracted companies.

#### **ACADEMIC PROJECTS**

#### **Project "Dream", A Short 3D Animation Video**

**January 2020- March 2020**

#### **Northeastern University, Boston, MA**

- Designed and developed background, character modeling, and props. The story is about a boy being chased by a ghost in his dream.
- Animation skills: 3D Modelling, Texturing, Rigging, Compositing, storyboarding, Rendering
- Software tools: Autodesk Maya, Adobe Photoshop, Adobe After Effects, Substance Painter.