



ADVAITH MANI

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Design to me, is the rendition of life all around us. I look to learn from everyday experiences to create simple, effective solutions. My core interest lies in data visualization, branding & identity and typography. I prioritize learning, effective communication and precision in all the work I do. My approach is to keep it simple, achieve beyond the desired result and thereby engage in a process driven approach-**MINIMAL-MEANINGFUL- METHODICAL**.

[LinkedIn](#) | [Portfolio](#) | [Architectural work](#) | [Masters Thesis](#)  *Click alongside to access link*

PROFESSIONAL EXPERIENCE

Process Design Analyst at University of Toronto July 24- present

- Documenting key metrics, analyzing and parsing data to optimize functionality of internal systems.
- Conducting research, evaluating process design and recommending potential solutions.
- Building interactive process maps and data visualization diagrams in co-ordination with different departments and stakeholders to facilitate simplification of business processes.
- Serving on the advisory board of the SIS (Student Information System) renewal project.

Graphic Designer intern, Bird & Be, Toronto February 23- present

- Collaborated in design of digital ads, social posts, web graphics, presentations, idea generation & brand identity.
- Managed coordination and designed prototypes for print product packaging for a range of 11 SKU's.
- Designed mockups for booklets, one-pagers, posters & press-kit as per brand guidelines.
- Assisted the marketing team on ad campaigns through design ideas, prototyping and explorations.

Process Explorer & Illustrator at OCAD University October 22- March 23, December 23- April 24

- Synthesized registrar data into info-graphics, enabling simpler understanding of student-facing information systems.
- Evaluation & analysis of the effectiveness of existing data-sets of Student Information Systems (SIS), subsequently developed cohesive interactive process maps for smoother operations and better understanding of systems.
- Optimized university policy data into concise one-pagers for training end-users on procedures and usage.
- Planned, collaborated & implemented a brand guide based on best practices in design for effective implementation.
- Explored the creation of dashboards on PowerBI for statistical analysis of data across various units of the university.

Research Assistant, Inclusive Design Research Centre March 23- June 23

- Co-authored, conducted environmental scans and scoping reviews on the barriers in the Canadian financial services sector-as part of the Department of Financial Inclusion.

Designer, Royal Astronomical Society of Canada November 22 - January 23

- Revamped the existing design of the solar eclipse viewers for the total solar eclipse in 2024. Boosted sales >50,000.

Graphic Design intern at Clearco, Toronto May 22- August 22

- Troubleshooted and refined a modular system for one-pagers for product ad campaigns on Figma, which optimized cross-functional utilization and turn-around time by 75%.
- Curated & explored iterations for company-wide brand-guide update, ad campaigns and print production.
- Brainstormed and create iterations for ad campaigns surrounding Black Friday Cyber Monday, Bear Market 2022 and the company launch in Germany.

Junior Architect at Collective Project, Bangalore, India Aug 20- May 21

Trainee Architect at Studio Matter, Goa, India Dec 18- May 19



EDUCATION

M.Des Inclusive Design at OCAD University, Toronto (C.G.P.A.- 9.0) 2022-2024 ↗

- Inclusive thinking, design & application, digital accessibility WCAG / AODA standards & compliances, qualitative research, user-centered design principles, co-design/participatory design, strategy development.

Graphic Design for Print & Web at Humber College, Toronto (C.G.P.A.-8.6) 2021-2022 ↗

- Design production, typography, UI & web design, print production, digital design and more. Eligible for Registered Graphic Designer accreditation.

Bachelor of Architecture from Mumbai University (C.G.P.A.- 9.1) 2015-2020 ↗

- Architectural design, construction, services & site management. Professional experience of 2 years in India.

AWARDS & HONORS

- Graduate Studies Award, OCADU 2022-23. (Awarded for excellent academic performance)
- Asia Young Designer Award, Finalist-2020. (Based on undergraduate thesis in architecture) ↗
- Best Designer and Student Award, 2015-2020. (Awarded for outstanding design across all 5 years)

MEMBERSHIP & LICENSES

- Registered Architect in Council of Architecture, India (CA/2021/133546)

SOFTWARE SKILLS

- Visual Design- Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD), Figma.
- Web Design- HTML, CSS (Intermediate), Figma.
- Documents- Microsoft 365, Google Suite, Prezi, Miro.
- Analogous- Autodesk Autocad, Rhino 3d, Google Sketchup, Lumion, V-Ray.

SKILLS

- Financial & design research, photography, branding & identity, layout & composition design, color theory, typography, web design, logo & info-graphic design, systems design, financial modeling, photography.

LANGUAGES

- English, Hindi, Marathi, Tamil.