

# DIYA MANEK

Communication Designer | [www.kyaakardiya.com](http://www.kyaakardiya.com)

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Mumbai, India [LinkedIn](#)

## EDUCATION

### École Intuit Lab (UG Diploma)

Mumbai, India  
2020 - 2024

#### SKILLS

- Adobe Suite
- Figma
- MSO Suite

UG in Visual Communication and Design  
Winner: Bronze Academic Excellence Award 2024  
Vice President of the Student Club 2021-2022  
Shortlist: Young Ones One Show Awards 2024  
Shortlist: Model Young Packaging 2023  
Class Representative for three consecutive years

### Mumbai University (BA)

Mumbai, India  
2020 - 2023

#### LANGUAGES

- English
- French
- Hindi
- Gujarati

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:

#### HOBBIES

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

#### Creative Intern at Talented Agency

Jun'23 - Nov'23

- Contributed to impactful campaigns like "1947% More History" for Britannia
- Won a Blue Elephant and a Baby Blue Elephant for "1947% More History"
- 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 1to1 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



- **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'23 – Jun'24*
  - 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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