NEHA MIRLE

Visual Designer · Art Direction · Brand, Campaign & Digital

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Multidisciplinary visual creative with a Master's in Digital Art Direction. I move from research and concept to hands-on execution across brand identity, campaigns, social and digital content, web prototypes, video and illustration, carrying one clear idea consistently across every format. I use AI tools to explore directions faster; concept, art direction and final craft stay mine.

EXPERIENCE

Brand Design Intern — Afro Fashion Association, Milan — Jan 2026 – Mar 2026

Black-led non-profit advancing diversity and inclusion in Italian fashion · multidisciplinary role across brand, content and digital

- **Brand and visual design:** designed brand and graphic assets that kept the association's identity consistent across event communications and its Instagram, Facebook and LinkedIn channels.
- **Campaign and event creative:** developed around a year's worth of content built from February's Men's Fashion Week, plus creative for a collaboration involving Levi's, giving the association a ready body of campaign content for its calendar.
- **Website prototypes:** designed prototypes for the organisation's new website, an editorial layout with a constellation motif linking designers, communities and creative voices, giving the team a concrete direction for its future site.
- **Video, filmmaking and styling:** filmed, edited and styled photo and video content for shows, events and social.
- **Strategy and pitching:** planned and scheduled content, tracked engagement to guide editorial planning, and designed a strategic deck for a Black History Month programme.
- Internship extended to March 2026 by mutual agreement following a positive performance evaluation.
- **Further work:** creative for Vogue and Rinascente collaborations, a pitch deck (May 2026) and June Fashion Week content.

Freelance Character & Comic Artist — My Story Animated; Pratilipi, Bangalore — Apr 2022 – Mar 2024

- My Story Animated (Oct 2023 – Mar 2024): designed characters for animated stories, balancing anatomy, proportion and expression. Pratilipi (Apr – Dec 2022): character design, line art and comics, delivered with writers and editors.

SELECTED INDUSTRY BRIEFS

Social Media Strategy Proposal — The Black Bag, environmental NGO (Liguria) — 2025

- Audited the NGO's channels, benchmarked six organisations and proposed a nine-format content system in three tiers (volunteer recruitment, emotion + education, community), a weekly cadence of four posts and four to five stories, a content calendar, a sample feed and a 5×1000 donation ad campaign, designed to turn followers into volunteers and donors.

"Stay Playful" Brand Repositioning — Cappellini · team of two — 2026

- Led ideation, concept, 3D (Blender) and editing for a repositioning aimed at younger audiences: "The Art of Everyday" campaign, social formats, a website concept and a Milan Design Week play installation. Presented to Giulio Cappellini.

Digital Activation Concept — Trussardi Home · brief mentored by its Creative Director — 2025

- Hybrid physical–digital experience communicating the brand's new positioning, with event identity, campaign assets and presentation visuals.

Extra Blues — D&AD New Blood Awards 2025, Orbit Extra brief · solo — 2025

- Wellness campaign for anxious teenagers: mascot, identity, app concept, image series, QR helpline, subscription box.

EDUCATION

Master's in Digital Art Direction — Istituto Marangoni, Milan — 2025 – Oct 2026

First-level academic master, 60 ECTS · course completed October 2026 · average grade 28/30 · Thesis: "The Illusion of Choice", emotional persuasion in contemporary digital advertising

Bachelor's in Animation & VFX — Jain University, Bangalore — 2021 – 2024

SKILLS

Creative: Art direction, brand identity and visual systems, graphic design, campaign and event creative, social content, website prototyping, motion design, filmmaking and video editing, styling, illustration, character design, 3D visualisation

Strategy: Creative strategy, audience and competitor research, social media strategy and content planning, concept development, pitch decks and presentation

Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro · Figma · Blender

AI: ChatGPT image generation, Adobe Firefly, Google Gemini: exploring visual directions, mood frames and concept renders

Languages: English (fluent, IELTS 8), Hindi (native), Kannada (native)