



shelley  
nichhi

DESIGNER

## CHÀO!

My name is Nidhi and I'm a designer who specializes in photo retouching, layout digital and social media design. Being able to wear a hat of a visual storyteller is a role I take seriously. **Effectively** creating and communicating in an artistic way has always fascinated me. It **challenges** me to think differently and sparks more creativity inside me. The beauty of being in this field is that I will never get tired of it as there is always something new to design and build. I love the process of making something absolutely out of scratch and seeing it turn into something beautiful.

Hope you enjoy browsing through my work!

*Nidhi Shetty*



SAY HELLO:

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Social: @n1dhy





# 01 BIRDIES

Birdies is a shoe brand that originally designed trendy indoor slippers, but customers loved how comfortable the slides and flats were and began wearing them out and about too. With a seven layer foot-bed that conforms to your foot shape, these shoes combine *“the support of a sneaker, the softness of a slipper, and the style of a designer flat.”*

As a designer we create the minimalistic yet eye-catching content for their social media pages.

PROJECT: FACEBOOK STATIC ADS ~~~~~



 BIRDIES

*Flat out perfect*

**BIRDIES**

**OUR BEST SELLING FLATS ARE BACK**

**BIRDIES**

**BEST SELLING FLATS FOR UNDER \$100**

**BIRDIES**

**NEW NEUTRAL!**

**BIRDIES**

**STYLISH. COZY.**

**WATER-RESISTANT.**

**BIRDIES**

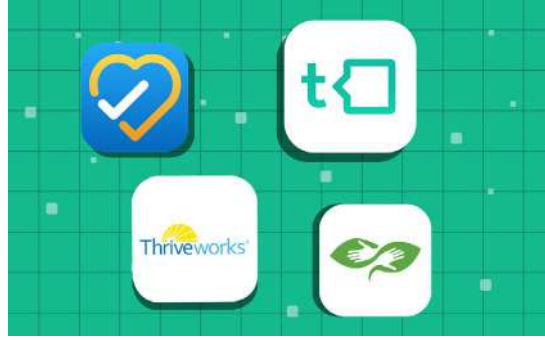
**THE BIANNUAL SALE IS HERE**

**BIRDIES**



## 02 HEALTHLINE MEDIA

Healthline Media, Inc. is an American website and provider of health information headquartered in San Francisco, California. Healthline Media is the #1 health media property in the US, with leading brands like Healthline.com, Medical News Today, Greatist, and Psych Central. A company working and advocating to help people — all people — live their strongest, healthiest lives, to which as a designer we **produce informative and appealing visual content to be portrayed with blog posts for better understanding of the articles.**




## 03 BANANA REPUBLIC

Banana Republic is a low-end luxury clothing and accessories retailer owned by the American multinational corporation Gap Inc. This project was mostly **focused on changing the typeface and style of their photographs and text** for their website and email newsletter, both of which I was in charge of.




**BANANA REPUBLIC FACTORY**

UP TO 60% OFF\* EVERYTHING



SPRING TEES

Take a first look at our fresh collection of graphic tees.



WEEKEND STEAL  
TEES FROM \$14.99\*

**BANANA REPUBLIC FACTORY**

WEEKEND STEAL  
TEES FROM \$14.99\*

STAFF FAVORITES  
NEW ARRIVALS

**tiered SKIRT**  
"It flows just in a spring day & does everything!"  
- Heidi, Manager



**wide-leg PANT**  
"I love the fit and the color!"  
- Lindsay, Designer



**linen SHIRT**  
"This shirt is perfect for feeling cool while looking put-together."  
- Dan, Merchandiser



**chick SHORT**  
"Made with organic cotton, it makes my wardrobe feel like a getaway."  
- Tiana, Product Manager



WEEKEND STEAL  
UP TO 60% OFF\* EVERYTHING

**BANANA REPUBLIC FACTORY**

UP TO 60% OFF\* EVERYTHING

OUR SUSTAINABILITY JOURNEY

All Banana Republic Factory, we are committed to creating with the planet (and you) in mind. To reduce our impact on the environment, we are proudly marching toward four sustainability goals.

WEEKEND STEAL  
TEES FROM \$14.99\*

Shop great styles and deals at a store near you.

FIND A STORE

FREE SHIPPING ON ORDERS OF \$50 OR MORE + EASY RETURNS.

CONNECT WITH US

GET MOBILE UPDATES & DEALS Text\*\* OFFER to 28500

\*See below for terms & conditions.

SHARE THE LOVE. EVERYBODY WINS. AND SAVES  
Give friends 15% OFF their order, and you'll get 20% OFF when they make a purchase.\*\*\*

WOMEN

MEN

PETITES

CLEARANCE

EMAIL PREFERENCES

BANANA REPUBLIC CARD

INTRODUCING BANANA REPUBLIC X PREP CURRY

Explore the limited-edition capsule of healthy, hard-earned streetwear.

SHOP THE COLLECTION

**FIRST DUSK**

Refresh your wardrobe with timeless, iconic pieces built for a world of possibilities.

SHOP FASHION DENIM

SHOP MEN'S TEES

CURATED STYLES YOU'LL LOVE

INTRODUCING ACTIVE COLLECTION

Designed for a life in motion.

SHOP ACTIVEWEAR



ONLINE EXCLUSIVE SIZES

Now available in XXS-XXL, 0-20 and Tall

SEE ALL



GOLDEN HOUR

Step into the season's brilliant radiance with premium tees.



LUSH ENCOUNTERS

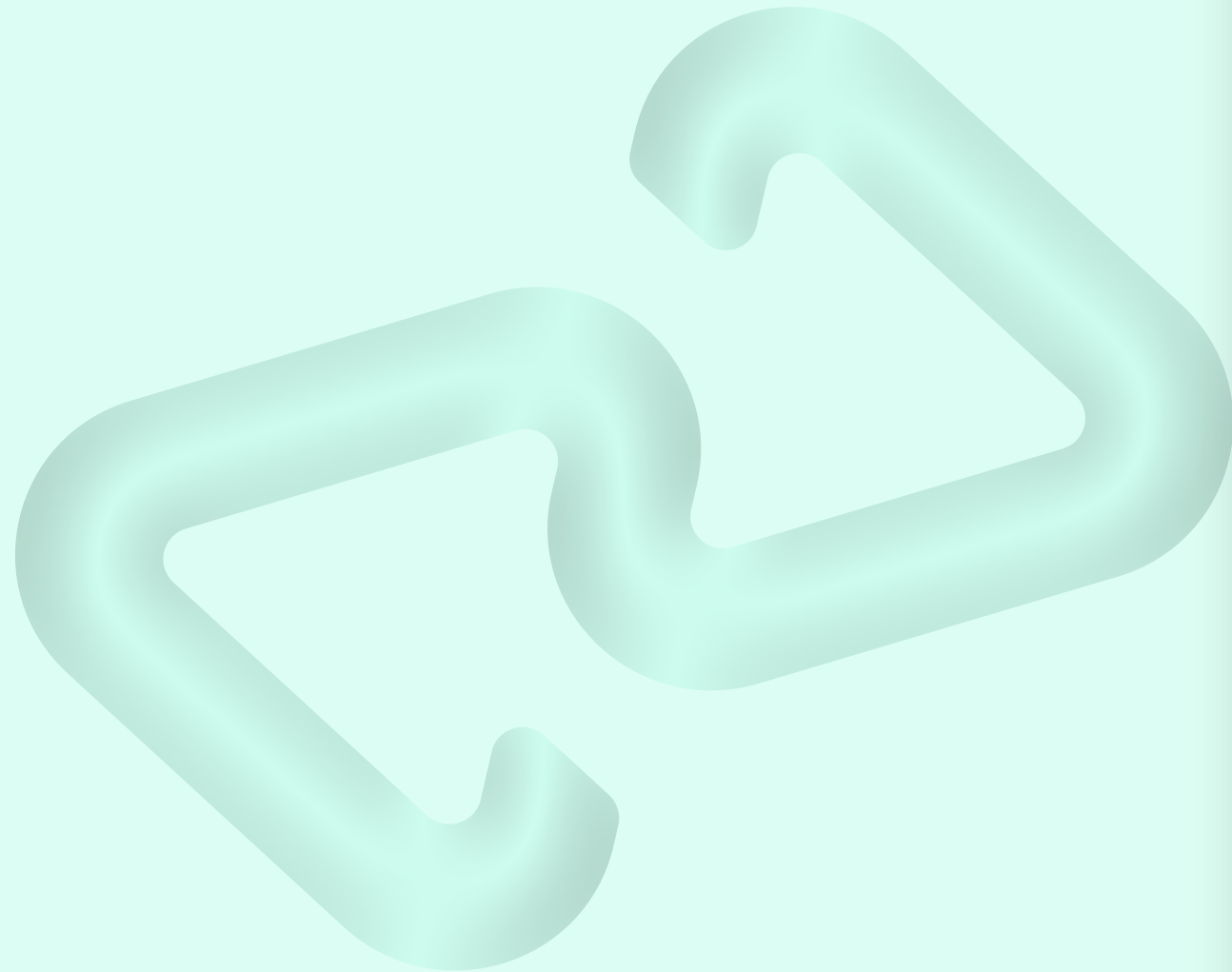




# 04 AFTERPAY

Helping people spend responsibly without incurring interest, fees or extended debt. **Afterpay empowers customers to access the things they want and need**, while still allowing them to maintain financial wellness and control, by splitting payments in four, for both online and in-store purchases.

As designers we created several **social media design outputs and out-of-home ad banners** for the company.



**Afterpay your gift list.**  
Pay it in 4. Never pay interest.  
Gift Better. Choose **afterpay**

**Pay it in 4. Never pay interest.**  
Gift Better. Choose **afterpay**

**Interest was not fun while it lasted.**  
Never pay interest. Pay over 6 weeks.  
Pay Better. Choose **afterpay**

**You've got your list right where you want it.**  
Afterpay your gift list. Pay over 6 weeks.  
Gift Better. Choose **afterpay**

**Afterpay your gift list.**  
Pay it in 4. Never pay interest.  
Gift Better. Choose **afterpay**

Deck the holidays.  
Like, knock'em out.



Afterpay your gift list.  
Pay over 6 weeks.  
Always interest free.



Download the App

Gift Better.



Get the app.  
Get it.  
Done.

Afterpay your gift list.  
Pay over 6 weeks.



Download the App

Gift Better.



~~Crocs for the kids~~  
~~Crocs for dad~~  
~~Crocs for mum~~  
~~Crocs for Uncle D~~  
~~Crocs for the twins~~  
~~Crocs for me~~

Afterpay your gift list.  
Pay over 6 weeks.



Download the app



Experience

the

Afterpay

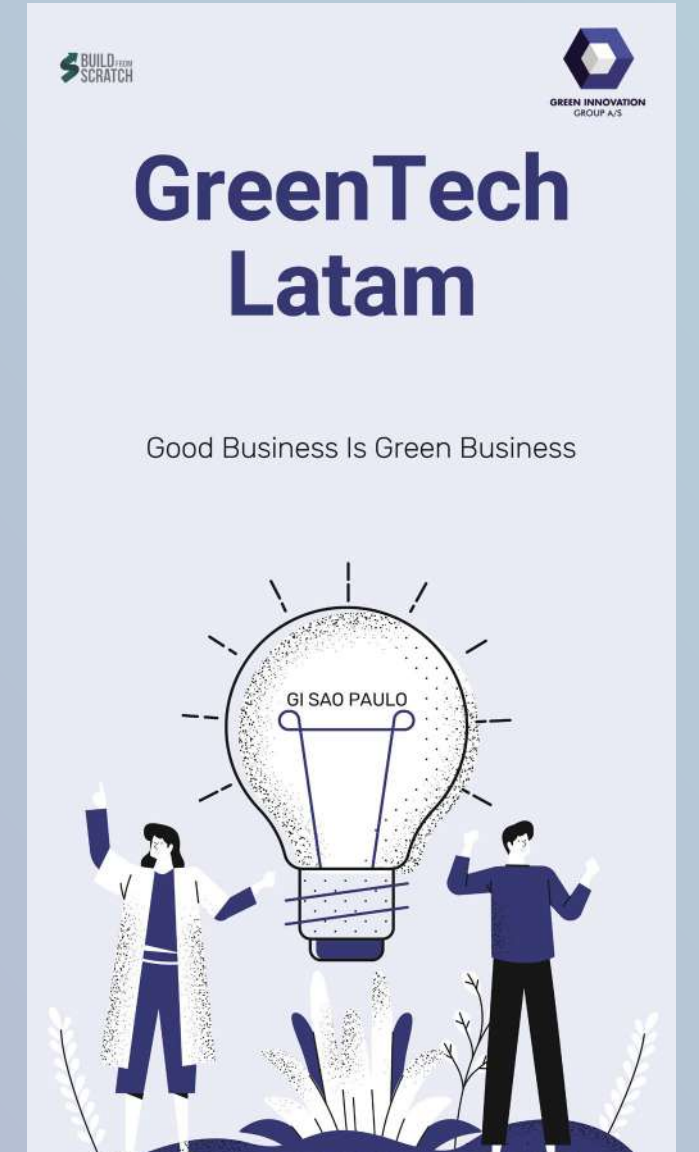
way



# 05 GREEN INNOVATION GROUP

A management consultancy dedicated to de-carbonizing the healthcare industry. To achieve de-carbonisation of the healthcare industry. Helping clients identify and seize the business opportunities in the green transition. This includes strategic analysis, facilitating transformation processes, building \capacity and guiding implementation.

As the main lead designer I was responsible for **creating all the social media creatives** for the organization and their clients.



GREEN INNOVATION GROUP  
INVITES YOU TO OUR  
GI LONDON CONFERENCE

Alessandra Sollberger and Adam de Sola Pool  
are our confirmed speakers for the conference.

Along with 8 disruptive innovation technologies they  
create the foundation for a conference which will  
bring together the key stakeholders to reduce Green  
Investment Gap

APRIL 17TH  
9:00 AM - 5:00 PM

THE ROYAL SOCIETY  
LONDON, UNITED KINGDOM

EARLY BIRD OFFER LASTS UNTIL NOVEMBER 30TH,  
2019. SECURE YOUR TICKET NOW AND SAVE 30%.  
THIS OFFER APPLIES TO BRONZE,  
GOLD AND PLATINUM TICKETS.  
PROMO CODE: ExclusiveAndGreen



BUY YOUR  
TICKETS NOW



GI LONDON  
2020  
APRIL 17-  
THE ROYAL SOCIETY



GREEN INNOVATION GROUP  
INVITES YOU TO OUR  
GI LONDON CONFERENCE

Alessandra Sollberger, Adam de Sola Pool & Phillip  
New are our confirmed speakers for the  
conference.

Plus we have Digital Energy Innovation  
Opportunities moderated by Paul Jordan and 1st  
Panellist Lars Van Hauen.

Along with 8 disruptive innovation technologies  
they create the foundation for a conference which  
will bring together the key stakeholders to reduce  
Green Investment Gap

MAY 15TH | 9:00 AM - 5:00 PM  
THE ROYAL SOCIETY | LONDON |  
UNITED KINGDOM

SECURE YOUR TICKET NOW AND **SAVE 30%**.  
THIS OFFER APPLIES TO BRONZE,  
GOLD AND PLATINUM TICKETS.  
PROMO CODE: ExclusiveAndGreen

**BUY NOW**



# SAO PAULO

2019



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INVITES YOU TO OUR  
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## 06 SECRET SUSHI

A results-driven digital marketing agency that provides customized digital marketing services to companies that want to grow fast.

As one of the designers assigned I was responsible for creating couple of **creative options for Instagram carousel content.**

PROJECT: CAROUSEL DESIGN



**FOUNDERS ARE EXTREMELY CLOSE TO THE BUSINESS**

This creates biases and potential blind spots that negatively impact go-to-market timing.

**MARKETERS SOMETIMES MISS THE MARK.**

They sometimes let perceptions or trends dictate the marketing path forward rather than asking, listening, and learning.

**THERE'S ALWAYS A WHY.**

A reason why a founder has an idea and wants to bring it to life.

**THERE'S ALWAYS A WHEN**

When it's the right time for an experienced marketer to plan and to launch, to build or sell to an audience.

**COMBINE THE "WHY" AND THE "WHEN" AND HAVE THEM WORK TOGETHER**

and you've got an unstoppable force that will push the business forward, born out of collaboration, listening, and understanding.

**WHEN MARKETERS AND FOUNDERS GET ON THE SAME PAGE**

a business' possibility of success goes up tenfold, allowing for growth in a professional relationship and in the business as a whole.

## 07 FREELANCE PROJECTS

Client: Charlie Storey;

**Design Task: Social Media and logo**

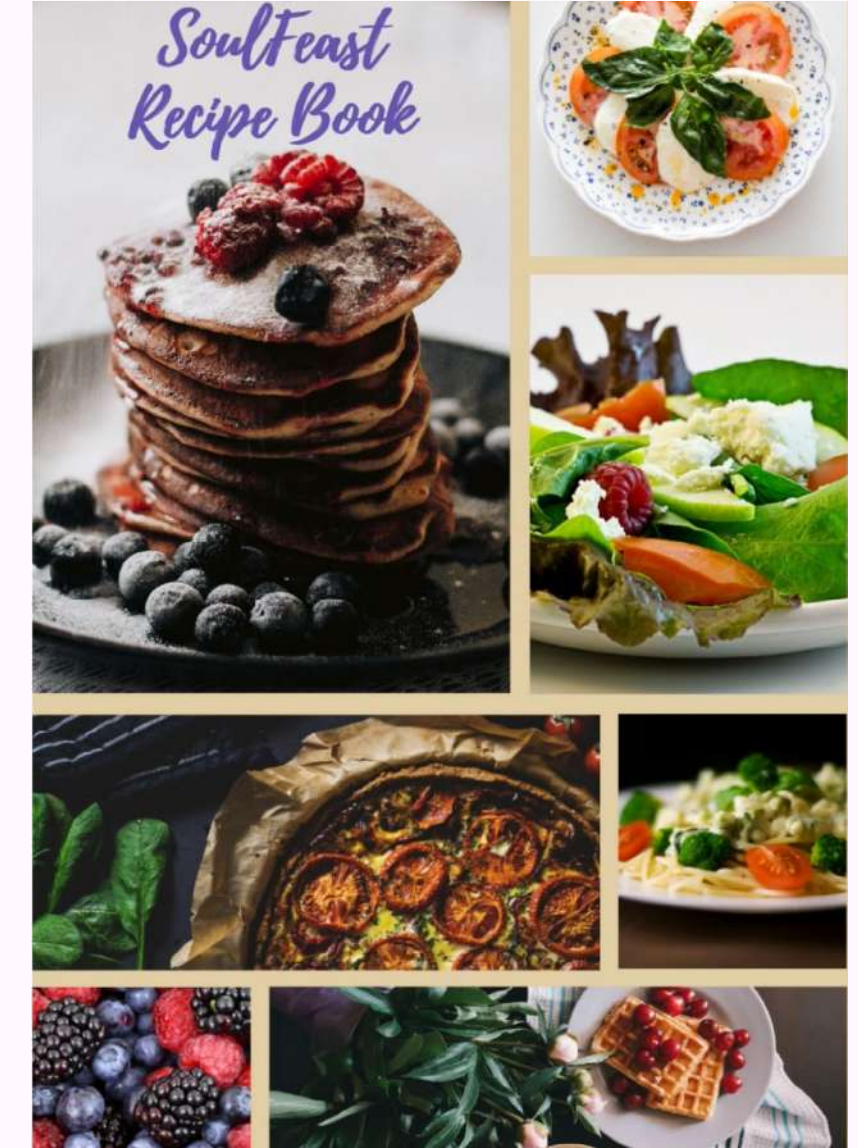
Worked with several team members across different countries to implement and enhance changes to various websites and design creatives for different social media platforms like Facebook, Instagram, LinkedIn and also created logos.

Client: Katie Christie;

**Design Task: Re-design of WIX website, poster design, e-book creation.**

Changed various design layouts and creative materials for the website and social media platform.

PROJECT: FREELANCE PROJECT ~~~~~



**CHARLIE  
HESS**

**GREAT BRITAIN JUNIOR SQUAD**  
TEAM GB OFFICIAL PARTNER  
PARTNERED WITH  
CHESSBASE



Team GB Official Partner  
GREAT BRITAIN JUNIOR SQUAD

**CHESS COACHING, EVENT  
PLANNING & MERCHANDISE**

KATIE CHRISTIE

HOLISTIC HEALER & NUTRITIONIST

I Help You Ground Your Thoughts Into  
Action To Nourish, Uplift & Connect You To  
Vibrant Health ♥

WWW.SOULFEASTKATIE.COM



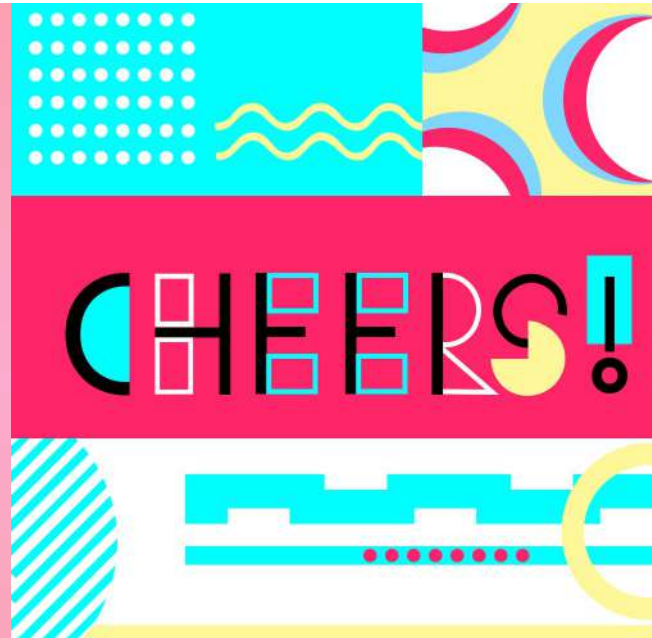
KATIE CHRISTIE  
HOLISTIC HEALER & NUTRITIONIST

**VIBRANT HEALTH  
WITH**



WWW.SOULFEASTKATIE.COM





## 07 ILLUSTRATION & LETTERING

A collection of lettering and typography design work. These are some designs I have worked on as my passion work. My approach towards these are always inclined towards how to make it bold, engaging, dynamic and visually appealing through typography and artistic expression.

PROJECT: LETTERING & TYPOGRAPHY DESIGN ~~~~~

There is nothing like a **DREAM** to create the **FUTURE**

the best way to make your dreams come true is to work hard



BE SO GOOD THAT THEY CAN'T IGNORE YOU



HEY

never  
WANT TO  
GROW  
UP

You're  
just my  
Type

HELLO  
WORLD

You  
make  
me  
Happy

NEVER  
give up



Website: [nsnidhi.wordpress.com](http://nsnidhi.wordpress.com)  
E-mail: [nsnidhishetty5@gmail.com](mailto:nsnidhishetty5@gmail.com)  
Social: @n1dhy