



ACADEMICS

2023 - 2025

Master in Science • Experience Design

NORTHEASTERN UNIVERSITY - BOSTON, USA

2017 - 2021

Bachelor of Design • Visual Communication and Strategic Branding

SRISHTI INSTITUTE OF ART, DESIGN AND TECHNOLOGY - BANGALORE, INDIA

ONLINE COURSES AND CERTIFICATIONS

UDEMY LEARNING

UX Design - Understanding The User And Business

User Experience : The Ultimate Guide To Usability And Ux

How To Design For Accessibility (WCAG 2.2)

LINKEDIN LEARNING

UX Deep Dive Series

- Mapping
- Analysing
- Usability Testing

SKILLSET

DESIGN

Interface Design
Rapid Prototyping
Design System
Concept Sketching
Illustration
Publication Design

RESEARCH

User Journey Mapping
Competitive Analysis
Affinity Mapping
Usability Testing
Focus Group Discussions
Business Model Canvas

SOFT SKILLS

Creative Brainstorming
Empathy
Collaboration
Problem Framing And Solving
Team Management

COMMUNITY SERVICE

LIONS CLUB • Leo Club Of Andheri Achievers

Volunteer and designer. Designed the current logo for Leo club as well as print and media collaterals



WORK EXPERIENCE

MAY 2022 - JUNE 2023 | 1 YEAR 2 MONTHS

Product Designer • Unifynd Technologies

- Facilitate design review with stakeholders and business analysts. Close collaboration with product manager, developers and data analytics team
- Led the design of the responsive website for Unisuite - A Customer Relationship Management Software, in a team of designers and developers
- Worked and collaborated on visual and interaction design for Nhance mobile and responsive web application
- Participated in enhancing the mall dashboard experience for the stakeholders
- Actively tried to meet the accessibility goals following the WCAG 2.2 guidelines

SEP 2021 - APR 2022 | 9 MONTHS

Graphic Designer • Unifynd Technologies

- Conceptualized and developed 360° content for brands
- Created an illustration set for the company's personal website
- Created branding that was cohesive, adaptable and could be used across all platforms
- In charge of the brand development for Nhance, which caters to Phoenix Marketcity and Palladium malls across India
- Curated festive packaging experiences for Two Brothers Organic Farm

FREELANCE EXPERIENCE

AUG 2021 - SEP 2021 | 1 MONTH

UX / UI Designer • Local Gigsters

- Worked with a team of designers to create web designs for an NFT marketplace

JUL 2021 - AUG 2021 | 1 MONTH

Graphic Designer • Hello Tempayy

- Upgraded the branding experience and extended the adaptation across digital and print media

JUN 2020 - SEP 2020 | 3 MONTHS

Graphic Designer • Imaginarium

- Worked on multiple social media campaigns by creating illustrations and a number of motion graphic videos to add visual interest to the campaigns