

CONTACT

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Bangalore, India

PROFESSIONAL EXPERIENCE

Publicis Sapient – *Consultant (ESG and Accessibility Internal Teams)*

- Contributed to internal initiatives in AI, Cognitive Psychology, and business growth.
- Developed business proposals for Carnival Cruises.
- Created pitch decks and MVPs for United Health Care and Gurgaon Police.
- Collaborated with an international team for Bank of New York's product MVP. Proposed improvements to the NY team and India VP.
- Received two recognitions – one from a client and one for internal contributions.

Dentsu Aegis Network – *Consultant & UX Designer – Riyadh Bank & Indonesia's Pertamina (Oil & Gas)*

- Designed a tool for a Middle Eastern bank to enhance efficiency and decision-making. Improved data access and user experience for corporate executives.
- Developed a dashboard for a government energy project to track energy flow.
- Contributed to various projects and pitch decks for EMEA clients

Shoi – *Manager & Communication Designer*

- Online Brand Revival – Shopify Top 20%, HTML & CSS (GitHub) & 15% Revenue Growth, Social Media Scaling, SEO, Website, Photography & Ads Management
- Project & Stock Management
- Custom Design Reference for B2C expansion
- B2B Expansion

Parallel – *Product Designer*

- Developed a glossary and design patterns for Privacy & Consent terms in Indic languages with IAMAI, collaborating with Google & Meta for India's Privacy and Data Protection Act, conducting user testing, and refining research-driven design improvements.
- Designed Sangeetha Mobiles' responsive website and app, integrating data analytics & gamification, onboarding a senior designer, translating business needs into design solutions, and optimizing developer documentation & timelines.

Fractal Ink – *UX Design and Strategy*

- Collaborated with Lead Designers and Associate Directors on pitch decks, implemented gamification for customer retention in McKinsey's Avo (NedBank's super app), and developed UI flows, prototypes, and wireframes under senior design guidance.
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Kreya Architects: *Spatial & Communication Designer*

- Worked on 6 projects scaling between residential, commercial & healthcare.
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Graphic Designer Freelance

- **Learning Links Foundation & Dell** : Report Design and research and analysis along with qualitative interview of participants for the Women and AI program.
 - **Fair Internship Initiative**: FII UN Internship Report 2024, Report Design, Social Media Posts.
<https://fairinternshipinitiative.wordpress.com/our-reports/>
 - **Play Bark Snore Abode**: Rebranding, Dog Boarding & Training Program Planning, Brand Kit, Packaging Design, Logo Redesign, Social Media Strategy.
 - **Ministry of Events**: Brochure, Brand Guidelines & Website Audit.
 - **Minu Anna Mathew**: Branding, Personal Brand Development, Brochure & Website
 - **Hillbrew**: Tea Manufacturing Branding, Logo Design, Visiting Card, Letterhead, Packaging Design, B2C Retail.
 - **Whitespace Branding**: Credibility brochure for Flt. Lft. Dr. K. P. Nagesh
 - **Illustrations and Decor**: Illustrations varying from flora and fauna to architecture and retailed prints.
 - **Kreya Architects**: Social Media, Business Setup, Graphic Design, Illustrations, Photography, Mood Boards, Site Drawings, Branding, Letterheads, Business Cards.
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Gaurav Roy Chaudhary Architects: *Spatial Design Intern*

- Engaged in the ideation phase, contributing creative insights and design solutions to create a residence, drawing inspiration from the distinctive temple architecture of Kerala
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Enviarch Studio: *3D Design Intern*

- Design and modeling of a versatile spaces tailored for both events and weddings, consistently adhering to predefined themes.
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Mukesh Munim: *Photography Apprentice*

- Photography techniques, lighting setups, and editing tools to create dynamic, storytelling visuals and product photos showcasing movement and texture.
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Independent Artist and Set Designer: *Multimedia Artist and Set Designer*

- Worked on set design & painted back drops for music events.
- Created commissioned art and private collections with mixed media ranging from sculpting (clay and die cast) to painting (photo-ink, oil, water, poster, graphite, crayons, collage with brush and spatula) since the age of 10.

EDUCATION

Aptech Aviation Academy
Diploma, Travel & Tourism Management

Grade: A. Taught spoken english

Woxsen University
Bachelor of Design, Interior Design

First Class with Distinction – 3D modelling, CAD design, Product Design & Development, Thesis and Report Writing, Craft and sustainable design, Lighting & furniture design. VP of student council & member of CSR club

Srishti Manipal Institute
Master of Design, Design Led Innovation

Ongoing (CGPA: 8.8) – Appreciative Inquiry, Python and R language, Grass-root Innovation, System Thinking/Design, Research, Thesis and Report Writing, Business Methodology, Risk Analysis, Life Cycle Analysis, Product Dvelopment and Innovation Processes. Member of Rewilding club & Animal welfare

Linnaeus University, Sweden
Exchange, Masters in Innovation through Business, Design & Technology

Worked with IKEA in their product innovation and development cycle. Also, created a system-based approach to restructuring the product development cycle and implementing phygital touchpoints for the Digital Product Passport for Design Light (a small-medium local business)

CERTIFICATES

UX Design Specialisation
Agile Project Management
Google

Microsoft Co-Pilot Bootcamp
Microsoft

Basic SEO Principles
Domestika

Web Accessibility
Deque University

Gamification
University of Pennsylvania

Gender Analytics for Innovation
University of Toronto

HTML/CSS Basic Certified
Cutshort

Leading & Motivating People with Different Personalitis, Managing Teams
LinkedIn

VOLUNTEERING

Second Chance Sanctuary (Animal Welfare)
Design for Fundraising

iAwaken.in (Human Rights Advocacy)
Social Media Strategy, Design & Research

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), AI Prompting, Gen AI tools, open LCA, R-Studio, TouchDesigner, MetaShape, Sketch, Figma, InVision, Zeplin, Marvel, Jira, Confluence, Trello, Miro, Canva, Blender, AutoCAD, Loveable, Hotjar, Google Analytics