

PROFESSIONAL SUMMARY

- Over 15 years of industry experience of conceptualizing, communicating, creating and overseeing implementation of numerous product Design and human Computer Interaction Design.
- Demonstrated senior design thinking and love to work across complex and challenging spaces.
- Collaborated with multidisciplinary Marketing, UX and Product teams to manage successful technical implementation
- Created designs static+motion that apply to desktop, mobile, Android and iOS
- Aligning or influencing design thinking with teams working in other geographies
- Proficient with industry standard design tools including Photoshop, Illustrator, Indesign, Figma, After effects
- A hand lettering artist and a calligrapher at heart. Doodle and Illustrate for fun.

SOFTWARE PROFICIENCY

- Adobe Creative Cloud 2024, Keynote, Adobe Premiere, Adobe Aero (AR/VR Software), Procreate (Ipad), Figma, Microsoft Word, Learning – Adobe After Effects, Webflow

INDEPENDENT PROJECTS, 2022 – 2023

THE ART OF LIVING FOUNDATION – THE ART OF LIVING JOURNEY APP | 2023

The Art of Living Foundation is a volunteer-based, humanitarian and educational non-governmental organization.

- Performed 3 user research methodologies such as surveys, interviews, and ethnography studies to empathize on user-centered solutions
- Re-designed internal web and mobile apps to increase annual revenue by 34%
- Developed fresh prototypes, website design, website redesign based on analytics data, increased user response by 20%

AARZU – MORDERN INDIAN BISTRO | 2023

An Indian fine dine restaurant in the heart of Freehold, NJ

- I was hired by Aarzu to come up with a cool concept to rewamp its branding and update its marketing materials. I refreshed the logo and created a handful of marketing materials to support it. The brand represents a rich Indian hertiage, with a play of textures and colors in its food.
- Art directed and food photography and designed plating of food.
- Developed a landing page for its web presence. The building of the website and web app is still in process.
- Meeting the chef and the partners to go over the curation of social media content every week.

CAPITAL CONNECT | 2022

Capital Connect by J.P.Morgan Chase is a members-only digital platform where private companies and investors can network, access proprietary benchmarking data.

- Built the brand identity to expand, showing the full range, diversity and possibility of connection that Capital Connect will represent.
- Worked with the product and animation team to build animatios, wireframes, flow charts and UI design for the app.

BERLIN ROSEN – Senior Designer/Associate AD (Political Campaign), Jan 2022 to Nov 2022

- Art Directing photo shoots both in person and virtually for different Candidates running for the primary election.
- Prepare schedules and tasks and deadlines for senior/junior graphic designers working on different direct mailers.
- Scoped and estimated efforts of various junior designers accurately and prioritized tasks and goals independently
- Work cross functionally and collaborating with senior and executive level leadership teams
- Have weekly 'Ask anything' meetings where designers can ask and discuss anything from Adobe CC tips and tools, software updates, to new findings.
- Coming up with creative ideas and design strategies for different races during narrative and mail planning meetings.

- Responsible for the creation of layout and style guides of Direct mailers, for the use of junior designers
- Guiding and mentoring Junior designers interpret complex ideas visually through color, photography and typography.
- Review designs and give feedback to Junior/Senior Designers work thoroughly and effectively
- Having Check in meetings with designers to go over their progress and to best determine how to represent their vision.

BIG HUMAN – Visual Designer/ UX UI, (Contract) Jan 2021 to July 2022

- Worked closely and constructively with product management, editors, engineers, and user researchers to iterate and deliver flawless visual graphics for various products.
- Day to day responsibilities include Social Media design request, quick design edits based on client feedback, creating presentations for pitch work.
- Products I worked on in collaboration with a team of product designer, developers – Rockefeller Center, CAMP, Netflix, Lumiere, Whistle.
- Produce design visualizations to help everyone understand what the best experience should be: storyboards, flows, wireframes, prototypes, and vision pieces

ACRONYM – Senior Visual Designer, August 2019 to Decemebr 2020

- Worked as a visual reporter/senior graphic designer on a full time contract basis through the 2020 election cycle
- Created social media content (static and animated gifs) on the current affairs of the country (COVID19) and stories concerning the US president.
- Created digital and creative experience from ideation through execution – which included building optimized landing pages, banners, and display ads to drive consumers to VOTE.
- Pitched ideas and concepts on weekly team meetings
- Worked on establishing a new brand logo/website/brand guideline for Peoples Power Grab (PPG) - ACRONYM'S online voter registration and mobilization program, which later on lead to creation of graphics and social media content for the same

THE PIVOT GROUP – PRIMARY ELECTIONS 2018 and PRESIDENTIAL ELECTIONS 2020

- Led creation of design ideas for various senate races to the client services team
- Effectively communicated rationale and design decisions to internal and external team members
- Created printed design concepts for several democratic candidates running for office – mailers, walk cards, door hangers etc.
- Oversaw project workflow from brief to design to final production. Mentored junior designers on the job.

INDEPENDENT PROJECTS, 2015 – 2018

- **INSITU** – Created a 360-degree cohesive looking brand campaign for INSITU Dance Festival. Designed the INSITU 2018 logo and created a collection of brand assets – Posters, postcards, direct mailers, business cards, print and digital banners, a festival program booklet, weekly newsletters, t-shirts, totes, social media assets to announce the festival, signage and stage banners for the event.
- **SOLOMON R. GUGGENHEIM MUSEUM** – Designed two books for the Solomon R. Guggenheim Museum – ‘Guggenheim Social Practice & A Year with Children 2018.’

GUGGENHEIM SOCIAL PRACTICE – A 160-page soft cover book design done for The Guggenheim featuring the works of two eminent artist that showcase social practice as an art form.

A YEAR WITH CHILDREN 2018 – A 200-page book design for the Guggenheim’s artist-in-residence program in New York City public elementary schools.

- **ASIA TV USA, PRODUCT THE TEAL MANGO** – The Teal Mango is a platform that curates’ content for south Asian millennial in the United States. I strategically proposed a new look for the brand - The Teal Mango. Worked very closely with the visual editor at TTM on a day to day basis to come up with funny, sassy social media content for their stories.
- **STARWOOD HOTELS AND RESORTS** – A 50-page book design, art directed, illustrated and designed for Starwood hotels. The inspiration for the book was taken from the Avengers comic series. More than 20 characters were illustrated/photo edited, each of them representing an avatar from the Avengers comic book, showcasing their strengths and weaknesses.
- **ADOBE + FEED (Make it Challenge)** – 4 people and 5 days-A challenge in New York city collaborating with a team of chosen creatives to build Feed’s 2015 Holiday campaign. A challenging yet a profound experience. An initiative by ADOBE.

EDUCATION – Pratt Institute – M.S. in Communication Design