

## HELLO!

As a designer, I like to push boundaries of creativity, innovation & user observation, to design rich, seamless, inspiring experiences across various digital platforms. I love designing & executing complex research strategies that span through the entire product development lifecycle. I enjoy working in fast-paced environments where creativity, collaboration & innovation are at its core. Also the work experience that I have gained, helps me in defining consistent, clear & precise visual systems for digital interfaces.

## EXPERIENCE

### GRAPHIC DESIGNER

Universal advertising

Feb 2016 - Apr 2016

- ✓ Crafted functional website designs for small scale enterprises.
- ✓ Formulated e-mail templates which increased their sales by 150%.
- ✓ Assisted in building social marketing strategies on social media for many e-commerce companies, which increased their sales by 110%.

### FREELANCE DESIGNER

The Brime

Nov 2015 - Jan 2016

- ✓ Executed post production editing of product shots and fashion photography, using Photoshop & Lightroom.
- ✓ Managed company's website on website developing platforms such as Wordpress & Magento.
- ✓ Created digital content for the company's promotion which improved their sales & recognition by 95%.

### UX/UI designer

Recruitology U.S

Aug 2017 - May 2018

- ✓ Conceptualize UI & create pixel perfect screens/mockups.
- ✓ Prototype and iterate visual assets and test them as required.
- ✓ Design icons and other visual elements.
- ✓ Design marketing collateral for the product's promotion.

## VOLUNTEER EXPERIENCE

### JR. GRAPHIC DESIGNER

Upvan arts festival

Dec 2015

- ✓ Collaborated with the in-house graphic design team by working on layouts, aesthetics and print design. The festival envisaged to offer a vibrant & kaleidoscopic experience of cultural diversity.
- ✓ Audited the printing & shipping of all collateral including on site press checks and blueline approval.

### STUDENT VOLUNTEER

World IA Day

Feb 2017

- ✓ Volunteered for this one-day annual celebration hosted by the Information Architecture Institute & held in dozens of locations across the globe.
- ✓ Delivered a lightning talk, as a member of the local IA community of Vancouver.

## EDUCATION

### VANCOUVER FILM SCHOOL

Digital Design (Specialization in UI & UX)

Aug 2016 - Aug 2017

- ✓ Won people's choice award by creating a campaign for a holiday, as briefed, within 45 hours with motion & branding deliverables. Also, lead the interactive team to design a fully responsive microsite.
- ✓ Designed an award winning solution that helps users save money, without having to constantly worry about it.

### ARENA ANIMATION MULTIMEDIA

B.A. with Honours in Graphic Design & Animation

July 2012 - Nov 2015

- ✓ Won an award, under the category of Best 3d short film at Orbit live. Orbit Live, is an inter-class national level competition hosted by Arena animation.
- ✓ Led a motion graphic designing team. Completed the scoped project successfully in four months.

## LANGUAGES

English	Fluent
Hindi	Fluent
Marathi	Native

## SKILLS

Sketch, Principle & Axure
HTML & CSS
Photoshop, Illustrator & After Effects.

## SPECIALIZATION

UX & UI
Prototyping & Wireframing
Branding & Conceptualization