



Education

Year	Degree	Institute	CGPA/Marks
2022	B.Arch (5 yrs)	IIT Kharagpur	7.45/10
2016	Class XII	CBSE	84.2%
2014	Class X	CBSE	10/10

Internships & Projects

Product Marketing Intern | Saveo Healthtech Pvt. Ltd, Bangalore

Apr 2020 - Aug 2020

Objective: Collect data from user behavior to improve app design and increase Daily active users

- Developed integrated marketing communications through whatsapp and facebook plans for product launches and digital and mobile offerings.
- Enhanced the Saveo brand with the creation of case studies, print collateral, and testimonials; completed marketing within a budget of 180K INR.
- Aligned marketing plans to the promotion of product purchase offers; resulted in 67% of customers reacting to the offers (enquiry and purchases).
- Improved lead generation by 10% through development of product roadmaps, targeted market introductions, & vertical segmentation.

Product Designer | Perfectice, Johns Creek, Georgia, USA

May 2020 - Jun 2020

Objective: Resign product to increase daily active users and increase retention rate.

- Analysed existing data structures and developed logical data models to define product strategy for quick insights in UI design.
- Created a roadmap for development & design teams with Product Managers for successful launch of product within 4 months.
- Conducts Design Sprints to create and develop mock-ups to establish user interface direction and innovation, primarily using Figma tools.
- Performed User testing of the design with over 80 students and teachers increasing retention rate by 10 and DAU by 5% after implementation.

Social Media Marketing & Design | ZoEasy, Dubai

May 2019 - June 2019

Objective: Increase reach & generate leads through social media in South Asian & Middle Eastern Countries.

- Maintained the company's Facebook page; answering all customers' questions and concerns and posting periodical updates/specials.
- Conducted business outreach initiatives and retained marketing partners for website SEO for an increase in lead generation by 20%.
- Developed creative briefs and business cases, editorials, email marketing, social media postings resulting in a 5% increase of gross sales.

Space, time, and situational awareness in Natural Hazards | IIT Kharagpur

May 2019 - June 2019

- Scraped data from Twitter before, during and after the disaster and applying geocode parameter using Twitter search API.
- Filtered the list to an enrich human-centric information data using a list of keywords associated with Cyclone Fani in the eastern region of India.
- Using probability matrix and location quotient, analyzed and explored how people's conversational topics changed across space and over time.
- This approach offers potential to facilitate efficient decision-making and rapid response in mitigations of damages caused by natural disasters.

Entrepreneurial Experiences

Founding Member: Product Design | GrowthMart : A freelancers Marketplace

Aug 2019 - Nov 2020

- Translated complex design problems, user pain points, and research findings into practical and impactful design solutions.
- Prototyped ideas to communicate concepts, conveying design ideas via sketches, wireframes, hi-fidelity mockups, prototypes, and animations.
- Created iterative designs that meet product objectives, fit within user requirements, and respond to user & peer feedback and usability testing.
- Built a community of Freelancers with over 1K members helping them build profile, get hired and manage projects using Project Management Suite.
- Drove sales using the product simplifying the onboarding process grossing over INR 2.5M with the profit of INR 500K in a span of 9 months.

Position of Responsibility

Design & Media Head | Spring Fest 2020

2019 - 2020

Spring Fest is the annual Social and Cultural Fest of IIT Kharagpur

- Co-Led a 3-tier design team of 28 members; supervised the entire design schedule with a budget of INR 2.1 M+.
- Ensured timely delivery of digital and print media for publicity in 800+ colleges, 550+ corporates and a social media reach of 2.7M+ subscribers.
- Ideated the design of the 15000 sq.ft. arena; revamped the layout to accommodate more stalls, increasing the revenue through rentals by 10%.
- Designed the graphics for the official merchandise in collaboration with Van Huesen generating a 35% YoY increase in revenue through sales.

Associate Member | Spring Fest 2018

2017 - 2018

- Publicized Spring Fest extensively in the region of Kolkata and Orissa resulting in a 33% YoY increase in participation from colleges.
- Co-ordinated with a team of 14 Campus Ambassadors and increased the participation from Uttar Pradesh contacting over 200 colleges.
- Successfully managed the Reception and Accommodation along with a team of 5 people with more than 90 national and international guests.

Treasurer | Students' Society of Architects & Planners

2020 - 2021

- Elected as the Treasurer Designee by an electorate of 300+ students and eventually promoted to chair the department's students' council.
- Leading a council of 12 elected members, managing 25+ annual departmental activities and events with an annual budget of INR 250K+.
- Raised a sponsorship amount of INR 50K for publishing and distributing the annual magazine Sthapati-2020 to different Architectural Colleges.

Magazine Secretary | Students' Society of Architects & Planners

2018 - 2019

- Nominated as the Magazine Secretary by the council of 30+ students. Lead a team for successful making of STHAPATI-2019.
- Collaborated with 10+ Architectural firms which included MICDA and SEPT for articles for the magazine. Raised INR 100K through crowdfunding.

Competitions/Conferences

Annual Design Competition 2019 | National Association of Students of Architecture (NASA)

- Designed a bamboo workshop in a rural setting to create jobs for women and a place for social and cultural gatherings.
- Got selected in the top 50 entries out of 700 entries from 250+ architecture colleges all over the country.

Skills & Expertise

3D Modelling: Revit, Sketchup, Rhino, AutoCAD, 3DS Max

UI/UX: Adobe Fireworks, Adobe XD, Figma, Sketch

Rendering: Lumion, VRay, Revit, TwinMotion, Enscape

Software: MS-Office Suite, Indesign, Jira, Git, Agile

Languages: Python, HTML, CSS, JavaScript, PHP, C++

Design: Adobe Photoshop, Illustrator, Premiere Pro, After Effects

Extra Curricular Activities

- Participated in Weight lifting and Shot Put throw in the General Championship representing Rajendra Prasad Hall of Residence.
- Completed two Treks, climbing 13500 ft and 14500 ft reaching Kedarkantha (2019) Peak & Baraadsar Lake (2018) in Uttarakhand