Ami Moradia

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EDUCATION

CMS BUSINESS SCHOOL
MBA in Marketing and Finance
2017 | Bangalore, India

MARWADI UNIVERSITY
B.E.in Electronics and Communication
May 2015 | Rajkot, India

S.N.KANSAGRA SCHOOL
ICSE
May 2011 | Rajkot, India

LINKS

Portfolio:// @amimoradia
Medium:// @ami.moradia92
Behance:// amimoradia
LinkedIn:// @ami-moradia

SKILLS

• Adobe Photoshop • Adobe Illustrator
• Invision • Balsamiq • User Research
• Wireframing • Prototyping
• Web Design • Mobile Design
• Information Architecture • SEO
• Content Strategy • Email Marketing
• Social Media Marketing • Campaign Management

INTERESTS

• Reading
• Travelling

EXPERIENCE

EMINERA TECHNOLOGIES | Marketing Associate
July 2017 – March 2019 | Bnagalore,India
- Conducted product/user/competitive research and generated actionable business engagement
- Designed and executed campaigns targeting core audience
- Ideated and designed in-product solutions to increase its value as a whole and its user productivity

ENDEAVORS

FORTUNA May 2019 - July 2019
Online gaming application inspired by Sequence board game. Players can bet on the games and win exciting prizes.Conducted research and found the pain points and accordingly designed low and fidelity designs.

INSTAGRAM REDESIGN April 2019 - May 2019
Redesigned Instagram application to improve the Profile and Direct Inbox screen for better content consumer experience, and Filters screen to aid content creators as an experiment

CRANIUM Feb 2017 – March 2017 | Bangalore, India
Worked with a creative team to design posters, teasers and drove social media campaigns and tracked its effectiveness

PARICHAY July 2016 – August 2016 | Bangalore, India
Worked with a creative team to design posters, teasers and drove social media campaigns and tracked its effectiveness

DESIGNING AND IMPLEMENTING AN 'INTELLIGENT BAG' BASED ON RFID AND NFC TECHNOLOGY January 2015 – June 2015 | Rajkot, India.
Worked with a team for 30 weeks to design and implement "Intelligent Bag". Starting with designing the flow and technology elements to implementing the whole project using RFID and NFC technology which had some cool features like "items missing reminder" was a great analogizing experience.

*Note: All description in bold are clickable links.