

# Avantika Jain

Graphic and Web Designer

## [ CONTACT ]

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## [ EDUCATION ]

### **MA Graphic Design, 2016-2018**

Academy of Art University,  
San Francisco

### **BFA Applied Art, 2009-2013**

Delhi College of Art,  
New Delhi

## [ TECHNICAL SKILLS ]

InDesign	Adobe XD
Photoshop	Wordpress
Illustrator	Mailchimp
Wix	Premier Pro
AfterEffects	MS Powerpoint
Sketch	MS Excel
Invision	MS Word
HTML	CSS

## [ PROFESSIONAL AFFILIATION ]

AIGA Volunteer  
San Francisco Chapter

## [ LANGUAGES ]

English  
Hindi  
Urdu  
French (Beginner)

## [ WORK EXPERIENCE ]

### **UI/UX Designer, Astics**

Milpitas, California, USA/May 2020 – July 2020

- Designed strategic website home and login pages to market a simplified AavGo and Stix demo experience, resulting in pitches for the product to various companies including Google.
- Revised interface approach to optimize user-experience in terms of interaction and navigational elements within Aavgo hospitality management software, resulting in positive client feedback.
- Developed contactless user-specific software solutions from perspectives of management, staff and hotel guests, using wireframe prototypes for interactions with hotel staff, improving Covid-19 safety.
- Prototyped navigable layouts through interactive flows, improving TV app software experience for hotel guests in terms of entertainment, hotel services, and alarm.
- Utilized Agile management techniques (Scrum and Kanban) to coordinate daily/weekly tasks with team, managing overall design performance with CTO to simplify project management.

### **Marketing Graphic Designer, Avaamo**

Los Altos, California, USA/September 2019 – April 2020

- Conceptualized, designed, and managed marketing materials to strengthen website engagement, improving on-site traffic for company website by 15%.
- Updated website information and layout using WordPress, HTML, and CSS for HubSpot, resources, webinars, product updates, blogs, and landing pages, maintaining brand guidelines.
- Critiqued demo bots from perspectives of both users and conversational AI developers, humanizing services and converting them into effective informational tools.
- Perfected the user-experience and interface of the Avaamo's AI-powered enterprise software to demonstrate attention to detail for current clients.
- Prototyped visual flows of Avaamo interfaces to guide management's creative process, improving efficiency of ideation process.
- Conceptualized and developed a standardized Sales Playbook system within Google ecosystem to support the company's orientation for sales staff, integrating them into growing company more quickly and providing them with resources to improve overall sales performance.
- Storyboarded and experimented with video narratives for hiring process (utilizing Adobe After Effects and Illustrator) to improve and showcase company's culture.

### **Marketing and Design Consultant, Give2Asia**

Oakland, California, USA/January 2019 – July 2019

- Conceptualized, storyboarded, and designed an original animation series for campaigns such as STEM Week, Disaster Resilience Month, Lunar New Year, and new sponsorship partners, resulting in positive feedback from various fiscal sponsorship partners and non-profit organizations.
- Strengthened organization's digital presence internationally, simplifying philanthropy to local organizations across the Asia-Pacific region.
- Produced and managed content for official social media - Facebook, Twitter, LinkedIn, and website, improving frequency of audience engagement through 75% more social media posts and 37% increased engagement and shares.
- Designed monthly digital newsletter on MailChimp to 14K global subscribers, interactive map used at all conferences, and organization's 2018 Annual Report both in digital and tri-fold print formats.
- Organized digital/production assets through SEO lens for improved content promotion.
- Edited and color-corrected images & videos for website banners, newsletters and social media videos to more consistently apply company design aesthetic.

### **Freelance Graphic Designer, Helpful Bear Productions**

San Francisco, California, USA/September 2018 – February 2019

- Created marketing material for the book series "Poop and Triangle" to be pitched for web series on Amazon (Prime Videos).
- Designed book cover, title, and spine layout utilizing color theory and strong typographic elements to shape the character's and feel of the series.