DHARM DOSHI

+215 397 8732 | dharm@seas.upenn.edu | Dharm Doshi - Portfolio

Education

University of Pennsylvania   *(July 2023 - Present)*
Masters in Integrated Product Design (M: IPD)

K. J. Somaiya Institute of Engineering and Information Technology   *(June 2019 - May 2023)*
Bachelor of Technology in Computer Engineering | CGPA 9.89/10

Experience

Self-Employed | Freelance Graphic Designer   *(May 2022 - Present)*
- Conceptualized, designed and executed over 20+ digital illustrations and promotional material.
- Leveraged proficiency in Adobe Photoshop to create t-shirt designs, digital caricatures and other printables for my clientele.

Sketch Vibes | Intern - Web Developer and Graphic Designer   *(November 2021 - April 2022)*
- Developed front-end website for the e-commerce apparel startup using Figma, Photoshop and other editing softwares.
- Strategized website development, converting mockups into usable web presence with HTML, CSS, JavaScript.
- Contributed extensively to brainstorming sessions by suggesting original and innovative ideas.
- Researched and analyzed fashion trends and technologies to create commercially lucrative and consumer-centric apparels.

Geolife Youth Club | Volunteer   *(April 2021 - September 2021)*
- Designed informative posters for the NGO's social media pages using Figma and Adobe Suite.
- Curated self-explanatory and didactic videos using Premiere Pro and After Effects to promote Women Empowerment.

Projects

The Times Of India - Website Redesign   *(November 2022 - December 2022)*
- Revamped the official website of India's leading newspaper to align it with interests of present generation of news consumers.
- Conducted consumer research to identify the pain points of the target audience with the current website.
- Conceptualized and developed a de-cluttered and eye-catchy website basis insights from consumer research, including grid structure, bite-sized news content, bold and spaced-out font for meeting need of an on-the-go read.

ShoeBox - An e-commerce based mobile application for sneaker purchase   *(July 2022 - September 2022)*
- Created the sketch, wireframe, prototype, and visual mockups for the mobile application of the e-commerce platform.
- Tested the application at different design and production stages to assess conformance with low fidelity sketches.
- Collaborated with customers to create an intuitive and innovative user interface.

Hybrid Intrusion Detection System   *(June 2022 – November 2022)*
- Spearheaded the development of an intrusion detection system for detecting anomalies across a network.
- Layered the backend system by combining different machine learning techniques like Random Forest and ANN.
- Network attacks were identified basis known signatures and unknown patterns using anomaly-based detection algorithms.

Smart Parking Reservation System   *(January 2022 - April 2022)*
- Developed the web-application to make traditional parking systems more accessible and convenient.
- The application allowed users to check parking slot availability, book them and pay digitally.
- Independently wireframed and designed the front-end of the functional web-application using JavaScript and ReactJS.

Publication

Review Paper: AI Based Techniques For Network-Based Intrusion Detection System
Authored the review paper to provide an overview of latest findings, contemporary trends, and breakthroughs in field of cybersecurity after an in-depth examination of various articles on network intrusion detection methods based on machine learning and deep learning algorithms. Currently submitted for publication to Springer, a leading global scientific portfolio publisher.

Position Of Responsibility

National Service Scheme (NSS) | Digital Media Manager
- Led a 65+ member-team, organized 180+ social events accounting for over 240 hours of community service, and conceptualized 100+ posters to spread awareness on social issues through the official NSS social media handles.

Students' Council | Head of Digital Media and Cinematography Team
- Led team of 20+ members towards curation of creatively rich technical and non-technical material for various events.

Computer Society of India | Head of the Digital Media Team
- Led a 15+ member team responsible for creation of creatives, like posters, banners and cinematic videos for various events.
- Devised strategies to increase the digital presence and popularity of the Society within and outside the college premises.

Skills

- Principles: Graphic Design, UI/UX Design, Web Development
- Software: Figma, Photoshop, Illustrator, Premiere Pro, After Effects, Adobe XD, Visual Studio, GIT and GitHub
- Computing Languages: Python, C++, JavaScript, JAVA, MySQL
- Web frameworks and databases: HTML5, CSS3 and Bootstrap5, ReactJS, SQL, NoSQL
- Personal: Project Management and Leadership, Collaborative Work Ethic, Analytical Thinking, Investigative, Conflict Resolution, Multitasking, Intuitive and Customer Focused.