

SCHOOL

2000 - 2004: BFA Graphic Design (Distinction), California College of the Arts, San Francisco

1999 - 2000: Foundation Course, Srishti School of Design and Technology, Bangalore

WORK

JUNE 2011 - PRESENT: SENIOR DESIGNER + DECKHAND, CRUISEWISE **cruisewise.com**

I'm responsible for UX and visual design at CruiseWise, a San Francisco-based online cruise booking travel agency. The cruise booking process consists of several steps: finding an itinerary, picking a date, selecting a cabin type and then a specific cabin for the correct number of travelers. I help simplify this process by sketching user flows that I then translate into visual designs. I provide assets and mockups to the engineers using Pivotal Tracker, and sometimes build pages in HTML / CSS.

I also create ads and brochures for the marketing team in addition to managing visual assets, answering phone calls and scrubbing the decks.

JUNE 2008 - JUNE 2011: FOUNDER, TOPIC STUDIOS | DESIGNER, ADOBE SYSTEMS, INC. **topicstudios.com**

At Topic, I worked on web design and development projects as the designer and project manager. I managed an overseas team of developers as we built ecommerce, content management and event calendar functionalities for large web applications.

I also contracted with Adobe as a UI designer for Photoshop Elements and photoshop.com

CLIENTS: HIMALAYA HEALTHCARE, DOSA, THE OBERLIN DANCE COMPANY, ADOBE SYSTEMS, INC.

JUNE 2005 - JUNE 2008: DESIGNER, VISHÉ INC. **visheinc.com**

I cofounded Vishé in 2005, designing brand identity, print collateral and websites for over 100 clients over a three-year period.

CLIENTS: THE DORIS AND DONALD FISHER FUND, THE JEWISH FILM FORUM, ACT NOW PRODUCTIONS, THE AMERICAN INDIA FOUNDATION, NAPO PHARMACEUTICALS, NOVO NORDISK, GREEN HALO DESIGNS

MAY 2004 - JUNE 2005: JUNIOR DESIGNER, TENAZAS DESIGN **tenazasdesign.com**

Lucille Tenazas hired me a week after graduation, and under her guidance I worked on my first real world identity and print projects. I played the roles of graphic designer, production manager and doer-of-tasks-girl for the studio.

CLIENTS: THE SLANTED DOOR, THE SAN FRANCISCO JEWISH FILM FESTIVAL, THE SAN FRANCISCO AERONAUTICAL SOCIETY, THE SAN FRANCISCO SCHOOL

TECHNICAL STUFF

Adobe CS6, TextMate, Pivotal Tracker

ON THE SIDE

BEATLIST **beatlist.com**

Beatlist is a wi-fi controlled jukebox and iPhone app that I work on with my friend Mike Risse. I design and he writes code. We hope to release the app soon.

WOMEN 2.0 **women2.com**

I participated in Founder Labs organized by Women 2.0 in 2010, and have been involved with the community ever since.

SRISHTI, BANGALORE **srishti.ac.in**

Taught the course History of Graphic Design to juniors at the Srishti School of Art, Design and Technology in the Summer of 2009

CCA, SFMOMA

CCA Fashion catalog included in *California College of the Arts at 100: Innovation by Design* exhibit at SFMOMA