



PROFILE

Over the past ten years, I have engaged in visual story-telling, product design and brand strategy across web, fashion, advertising and retail industries. My expertise lies in both digital as well as wearable product design. I am passionate about emerging technologies and constantly think about optimum use cases for those. My design process is grounded in User-Centered design thinking.

In my journey as a design entrepreneur I have learnt to seek a balance between creativity and business strategy. This entrepreneurial attitude is what keeps me motivated through the challenges. My experience of living in both eastern and western cultures gives me a deeper understanding of the global audience. I am self motivated with an aptitude for enthusiastic team collaboration, clear communication & persistent problem-solving.

EXPERIENCE

2014 | CONTRACT WEB DESIGNER
MYLO SOLUTIONS, SAN FRANCISCO

Over a period of six weeks, I redesigned the logo and the company website. I worked closely with the Business Development and the Marketing team to communicate the company message effectively.

2013 | USABILITY TESTING FACILITATOR
ACADEMY OF ART UNIVERSITY, SAN FRANCISCO

At the lab I facilitated usability tests of digital interfaces between the designer and the user. To prepare for the test I assisted designers in crafting task flows and testing documents.

2013 | TECHNOLOGIST/PARTICIPANT
FLY GARAGE, MONDELEZ

Fly Garage is an innovation incubator hosted by Mondelez. Over a period of 10 days, I collaborated with creatives from all over the world to brainstorm on innovative solutions for brand engagement.

2012 | USER RESEARCH INTERN
INTERACTIVE CATWALK, SAN FRANCISCO

I explored the potential of product within the fashion community in the bay area. I participated in the fashion-tech events to introduce the product to fashion community and gather feedback on the usability of the product.

2012 | CONTRIBUTING WRITER
DIGITALSTYLEDIGEST.COM, SAN FRANCISCO

As a contributing writer at Digital Style Digest, I explored, researched and reported on the current happenings in the world of fashion tech.

2007-2013 | CO-FOUNDER & CREATIVE DIRECTOR
POP-ATT, MUMBAI, INDIA

Pop-Att is a fashion and lifestyle brand selling across India. We designed, manufactured and distributed products designed for the young adult female audience. Being an entrepreneur while I was hands on with all aspects of the business, primarily I was involved in product development, business strategy and marketing.

2001-2010 | FOUNDER & CREATIVE DIRECTOR
STYLE MIND SOUL, INDIA

Over a decade I worked with advertising agencies, international brands, fashion publications and feature films as a Fashion Styling Consultant on their press and film shoots. I managed a team of Junior Stylist and wardrobe coordinators.

SKILLS

DESIGN TOOLS

Adobe Creative Suite
Omnigraffle, Balsamiq
Web based prototyping tools
Usability testing Facilitation

TECHNOLOGY

HTML5, CSS3,
jQuery, Javascript

MOTION GRAPHICS

Adobe After Effects

EDUCATION

M.F.A
WEB & NEW MEDIA DESIGN
Academy of Art University,
San Francisco

B.F.A
FASHION DESIGN
CEPZ Institute of Fashion
Technology
Mumbai, India

INDUSTRY EXPERIENCE

- Fashion
- Retail
- Publishing
- Advertising
- Films
- Technology