

# RIYA MHATRE

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## EDUCATION

<b>MS in Human Centered Technology Design</b>	New York,NY
Pace University   GPA : 3.94	Exp. May 2024
<ul style="list-style-type: none"><li>• <b>Relevant Coursework</b> : Human-Computer Interaction   Mobile User Interface Design   Visual Design For Technology   Introduction to User Experience   Prototyping and User Experience   Human Factors and Usability Metrics   Research Methods   Information Architecture.</li><li>• <b>Student Engagement Ambassador</b> : Raised funds for Pace University students to improve experience and maintain relationship with alumni as part of RNL Engagement.</li></ul>	
<b>Bachelor of Fine Art in Applied Art</b>	Mumbai, India
Viva Institute of Applied Art   GPA : 6.5/10	June 2022
<ul style="list-style-type: none"><li>• <b>Ladies Representative</b> : served as a liaison between female students and the university administration, advocating for their needs and interests.</li></ul>	

## SKILLS

**Graphic Design** : Canva, Adobe XD, Adobe Photoshop, Illustrator, InDesign, Adobe Creative Suite, Social media Design, Print media, Advertising, digital media.  
**UX/UI Design** : Figma,, UX Research, UX Design, Miro, POP, Lucid chart, Qualtrics, Optimal Workshop, Trello, Scrum, Jira, Agile Methodologies.

## PROFESSIONAL EXPERIENCE

<b>Spotlight Digital</b> , Mumbai, India   Graphic Design Intern	Sept 2022 – Apr 2023
<ul style="list-style-type: none"><li>• Led the design and production of a diverse array of marketing materials, including logos, brochures, posters, and social media graphics, resulting in a 15% increase in brand engagement and visibility within the target market.</li><li>• Demonstrated exceptional project management skills by successfully overseeing multiple projects simultaneously, ensuring adherence to tight deadlines and maintaining an impressive 95% on-time delivery rate.</li><li>• Cultivated and nurtured strong client relationships through proactive communication and collaborative problem-solving, leading to a notable 20% increase in client referrals and repeat business.</li><li>• Leveraged proficiency in Adobe Creative Suite software to craft visually captivating graphics, contributing significantly to a 10% enhancement.</li></ul>	
<b>Veridicus</b> , Mumbai, India   Graphic Design Intern	Aug 2021 – May 2022
<ol style="list-style-type: none"><li>1. Cultivate visually captivating print and digital assets, enriching marketing campaigns and projects with innovative design concepts and executions.</li><li>2. Craft engaging marketing collateral for diverse events and conferences, both internal and external, including the creation of dynamic brochures, posters, and banners that resonate with target audiences.</li><li>3. Infuse reports and presentations with compelling infographics and illustrations, distilling complex information into visually digestible narratives that captivate and inform.</li><li>4. Contribute to high-level video shoots and animation projects, lending creative input and support to bring visual concepts to life with cinematic flair and impact.</li></ol>	

## PROJECT

<b>Mend-A-Meal Application</b>   Figma, Illustrator	Jan 2024- Present
<ul style="list-style-type: none"><li>• Develop the branding elements, including logo, color palette, typography, and visual style, to establish a cohesive and recognizable brand identity for the Mend-A-Meal Application.</li><li>• Create eye-catching advertising materials, such as posters, social media graphics, and promotional banners, to raise awareness and drive engagement with the application.</li><li>• Design marketing collateral, such as brochures and flyers, to effectively communicate the features and benefits of the Mend-A-Meal Application to potential users and stakeholders.</li><li>• Collaborate with the UI/UX designers to ensure alignment between the visual design of the application interface and the overall branding strategy, maintaining consistency and brand integrity across all touchpoints.</li></ul>	
<b>Cream Palette</b>   Figma, Illustrator, Photoshop	Sept 2023- Dec 2023
<ul style="list-style-type: none"><li>• Create promotional materials such as social media graphics, banners, advertisements, and email newsletters to promote Cream Palette products and engage with customers.</li><li>• Design digital assets for Cream Palette's online presence, including website graphics, banners, and other digital marketing materials to enhance brand visibility and drive online sales.</li><li>• Work closely with the marketing team, product developers, and other stakeholders to ensure that all design materials align with the brand's vision and objectives.</li></ul>	

## CERTIFICATIONS

**J.P. Morgan Chase**, Agile Virtual Experience Program | **Accenture Future Learn**, Digital Skills : User Experience | **Google** , Foundations of User Experience Deisgn, Start the UX Design Process | **Purple**, Frontend Fundamentals | **University of Michigan**, Intro to Strictured Query Languages ( SQL), HTML, and CSS & CSS3, Basics of Web Development and Coding.