

# Sej Sanghvi

Fine Artist & Visual Product Designer

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## EDUCATION

Parsons School of Design | The New School, New York  
Master of Fine Arts ( Minor in Interactive Media Design & Development )  
Dwarkadas J. Sanghvi College of Engineering, Mumbai, India  
Bachelor of Technology Mechanical Engineering

Aug 2022 - May 2024

Aug 2016 - May 2020

## CERTIFICATION

freeCodeCamp | Responsive Web Design  
FX School of Design & Film Making, India | Fundamentals of Graphic Design Certification

Jan 2024 - Feb 2024

Jan 2020 - April 2020

## SKILLS

Tools : Figma, Javascript, HTML & CSS, Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, Indesign, Solidworks, Fusion 360  
Domain: Branding, Typography, UI/UX, Packaging, Illustration, Motion Graphics, Design for Advertising, Films & Photography, Print Production.

## PROFESSIONAL EXPERIENCE

Parsons School of Design, New York | Teaching Assistant & Research Assistant

Aug 2023 - May 2024

- Facilitated the fusion of digital and real-world sculptural practices as a Teaching Assistant for a course within the Parsons Making Center.
- Guided students in utilizing 21st-century drawing techniques, including **computer-aided drawing (CAD)**, and **rapid prototyping**, to create diverse sculptures.
- Collaborated as Research Assistant in creating **impactful marketing and informational designs** (web and print) for event promotions, ensuring a compelling visual presence.
- Led the design and marketing team to craft sophisticated and effective designs tailored specifically for event marketing, enhancing the overall visual communication strategy.

PRECISIONeffect, Boston | Art Director Intern

June 2023 - Aug 2023

Clients: Precision Medicine Group, Exact Sciences, Scholar Rock

- Led the creation of 50+ impactful designs, including emails, launch playbooks, websites and infographics.
- Successfully led and designed a comprehensive **Launch playbook** for Exact Sciences, contributing to a successful product introduction.
- Pioneered the development of a **UX accessibility training guide**, resulting in a **25% improvement** in overall accessibility compliance, enhancing relationships between biotech/pharma entities, healthcare professionals, and patients.
- Directed a cross-functional team of five in conceiving and **executing an advertising and marketing campaign** for Scholar Rock, achieving a 40% increase in brand visibility and positive client reception. Applied design thinking principles to produce 10+ impactful visual tactics, showcasing innovative and strategic design solutions.

Rangaro Art Studio, Mumbai, India | Creative Studio Artist

Dec 2021 - Jun 2022

- Exhibited and sold 15 unique artworks at India Art Fair, Mumbai, 2022, capturing the attention of 1000+ attendees.
- Directed the design of compelling **marketing materials and social media graphics**, orchestrating a **20% surge** in online engagement and attracting **1,000+** new followers.
- Assumed a pivotal role in preparing and **copywriting** for two art catalogues and a website, contributing significantly to their successful publication.

Sej Saga | Founder, Visual Designer & Artist

Nov 2016 - Jun 2022

- Developed and executed **50+ creative mockups** for logos, catalogues and websites translating clients' visions into unique designs.
- Created custom paintings for 10+ clients, capturing their individual preferences and delivering personalized artworks.
- Completed 4+ large-scale wall murals, transforming spaces with unique and visually striking designs.
- Exhibited unique artworks at Mumbai Art Fair, Mumbai, 2019, capturing the attention of 1000+ attendees.
- Demonstrated **strong client interaction** skills, ensuring satisfaction and fostering positive working relationships.

## EXHIBITIONS & ACCOLADS

Open Studios | Parsons School of Design, New York

Dec 2022

"Faustian Ivory", India Art Festival, India

May 2022

"A dreamer, that's what she was", Mumbai Art Fair, India

Oct 2019

Merit-based scholarship awarded | Parsons School of Design, New York

Aug 2022 - May 2024

Research Assistant Fellowship awarded | Stevens Institute of Technology, New Jersey

Jun 2019 - July 2019