Sejal Sanghvi

Visual Designer & Fine Artist

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EDUCATION

Parsons School of Design | The New School, New York   *August 2022 - May 2024*
Master of Fine Arts (Courses: Design for Usability, UI UX: Javascript, Typography & Visual Design, Motion Graphics)
Dwarkadas J. Sanghvi College of Engineering, Mumbai, India   *August 2016 - May 2020*
Bachelor of Technology Mechanical Engineering

CERTIFICATION

freeCodeCamp | **Responsive Web Design**   *January 2024 - February 2024*
FX School of Design & Film Making, India | **Fundamentals of Graphic Design Certification**   *January 2020 - April 2020*

SKILLS

Tools : Figma, JavaScript, HTML & CSS, Adobe Photoshop, Illustrator, XD, Indesign, After Effects, Wordpress, Keynote, Miro.
Domain: User Interface (UI) Design, User Experience (UX) Design, Prototying, Wireframing, Web Design (websites, web apps, landing pages)
Branding & Visual Design, Typography, Digital Marketing (email, social media, media campaigns), Motion Graphics, Illustration art.

PROFESSIONAL EXPERIENCE

Parsons School of Design, New York | Teaching Assistant & Research Assistant   *August 2022 - May 2024*
- Guided 30+ students through the **design process, emphasizing design principles, typography, color theory for user-centric designs.**
- Collaborated on 10+ **marketing design projects (web and print)** for event promotions, ensuring a **branding, impactful marketing campaigns, and accessibility compliance.**
- **Led a team** of 5 in utilizing user insights for sophisticated visual product designs, enhancing overall **communication strategy**.

PRECISIONeffect, Boston | Art Director Intern   *June 2023 - August 2023*
Clients: Precision Medicine Group, Exact Sciences, Scholar Rock
- Led a successful capstone project with a **cross-functional team**, utilizing **design strategy, user research, competitive analysis, and industry trends** for Scholar Rock's marketing campaign, resulting in a 40% brand visibility increase.
- Developed UX accessibility training guide, focusing on **user insights and WCAG standards**, improving overall compliance by 25% and strengthening relationships in the biotech/pharma community.
- Created 50+ impactful designs, demonstrating strong **branding strategy, marketing design, and creative direction** skills.
- Showcased **multitasking, research-driven innovation and effective communication.**

Rangaro Art Studio, India | Visual Designer & Fine Artist   *December 2021- June 2022*
- Directed **marketing material and social media graphic design**, implementing **visual and interaction language strategies**, resulting in a 20% surge in online engagement and attracting 1,000+ new followers.
- Assumed a pivotal role in preparing and **copywriting** for 5+ art catalogues and websites.
- Showcased 15 unique artworks at India Art Fair 2022, capturing 1000+ attendees' attention and achieving successful sales.

Sage Studio | Founder, Freelance Visual Designer & Fine Artist   *November 2016 - June 2022*
- Developed 50+ creative mockups for **logos, catalogues, and websites**, demonstrating expertise in **experience design, design systems and UI/UX principles**.
- Freelanced as a visual designer, collaborating with 10+ clients to deliver user experiences, including **industry trends, iterative design processes, and responsive web design implementation**.
- Created custom 20+ paintings and completed 4+ large-scale wall murals for clients, showcasing **visual design proficiency, color theory knowledge**.
- Exhibited distinctive 5+ art pieces at Mumbai Art Fair 2019, emphasizing **branding and marketing design**.

EXHIBITIONS & ACCOLADS

"yet traces linger" | MFA Thesis Show, Parsons School of Design, New York   *May 2024*
Parsons Animation Festival | Parsons School of Design, New York   *April 2024*
"Faustian Ivory" | India Art Festival, India   *May 2022*
"A dreamer", Mumbai Art Fair, India   *October 2019*
35% Merit-based scholarship awarded | Parsons School of Design, New York   *August 2022 - May 2024*
Research Assistant Fellowship awarded | Stevens Institute of Technology, New Jersey   *June 2019 - July 2019*