

Sej Sanghvi

Visual Product Designer & Fine Artist

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EDUCATION

Parsons School of Design | The New School, New York

Aug 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

Aug 2016 - May 2020

Bachelor of Technology Mechanical Engineering

CERTIFICATION

freeCodeCamp | Responsive Web Design

Jan 2024 - Feb 2024

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

Jan 2020 - April 2020

SKILLS

Tools : Figma, Javascript, HTML & CSS, Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, Indesign, Solidworks, Fusion 360

Domain: UI/UX, Motion Graphics, Design for Advertising, Branding, Typography, Packaging, Illustration, Films & Photography, Print Production.

PROFESSIONAL EXPERIENCE

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

Aug 2023 - May 2024

- Instructed students on drawing techniques, including CAD and rapid prototyping, to produce sculptures and visual product designs.
- Facilitated the integration of digital and traditional sculptural practices merging visual product design with hands-on artistic techniques.
- Collaborated on **marketing and informational design projects (both web and print)** for event promotions, ensuring a compelling visual presence and cohesive brand identity.
- **Led a design and marketing team** to develop sophisticated and effective visual product designs 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 a capstone project with a cross-functional team of five in executing an **advertising and marketing campaign** for Scholar Rock, resulting in a 40% increase in brand visibility and positive client reception.
- Pioneered the development of a **UX accessibility training guide**, improving overall accessibility compliance by 25% and strengthening relationships within the biotech/pharma community.
- Created over **50+ impactful designs**, including emails, launch playbooks, websites, and infographics, showcasing multitasking abilities. Leveraged design thinking to craft 10+ impactful visual tactics, showcasing **strategic multitasking, research-driven innovation, and exceptional performance under pressure.**

Rangaro Art Studio, India | Visual Product Designer & Fine Artist

Dec 2021 - Jun 2022

- Directed the design of **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 art catalogues and websites.**
- Exhibited 15 unique artworks at Mumbai's India Art Fair 2022, capturing 1000+ attendees' attention and achieving successful sales.

Sej Saga | Founder, Visual Product Designer & Fine 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.

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, 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