

Sejal Sanghvi

Visual Designer & UI UX Specialist

sejalsnghv@gmail.com | [sejalsanghvi_portfolio](#) | [sejalsanghvi_linkedin](#)

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, Webflow.

Domain: UI/UX Design, Design Research, Strategy Development, Usability Testing, Web Design (websites, web apps, landing pages), Branding & Visual Design, Digital Marketing (email, social media, media campaigns), Motion Graphics.

PROFESSIONAL EXPERIENCE

PRECISIONeffect, Boston | Art Director Intern

June 2023 - May 2024

Clients: Precision Medicine Group, Exact Sciences, Scholar Rock

- Solely designed all marketing materials for Scholar Rock's capstone project. Leveraged cutting-edge design strategy, user research, competitive analysis, and industry trends to achieve a remarkable 40% increase in brand visibility.
- Developed an UX accessibility training guide to focus on user insights and WCAG standards that boosted overall compliance by 25% and strengthened relationships within the biotech/pharma community.
- Created 50+ impactful designs while collaborating with other designers, copywriters, and project managers. Demonstrated unparalleled skills in visual design, branding strategy, and marketing.

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

August 2022 - May 2024

- Collaborated with the professor to guide 30+ students in visual design, offering 10+ workshops on design principles like typography, color theory, and layout design, ensuring a comprehensive understanding of visual design.
- Fostered a supportive learning environment by addressing 50+ queries, providing personalized feedback, and conducting 30+ follow-up sessions to help students effectively apply the material and incorporate design principles into their projects.
- Contributed to curriculum development by integrating 15+ real-world applications, supervised 30+ student projects, and offered critical insights and constructive feedback.

Rangaro Art Studio, India | Visual Designer & Fine Artist

December 2021 - June 2022

- Orchestrated the design of marketing materials and social media content, implementing advanced visual strategies that ignited a 25% boost in engagement and attracted over 1,500 new followers to the studio's digital platforms.
- Conceptualized and designed a series of art books and exhibition posters, each meticulously crafted to highlight the studio's artistic prowess, resulting in increased media attention and client interest.
- Exhibited 20 original artworks at the India Art Fair 2023, captivating an audience of over 1,200 and securing multiple high-profile sales.

Sage Studio | Founder, Freelance Visual Designer & Fine Artist

November 2016 - Present

- Designed over 10 logos and branding elements, alongside 30+ marketing materials, significantly enhancing client brand visibility and driving substantial audience interaction.
- Developed and launched 5+ websites and designed 5+ visually compelling books and catalogues. These projects have significantly enhanced user experiences and storytelling, reinforcing excellence in both digital and print design.
- Created over 30 customized paintings and murals, transforming residential and commercial spaces and captivating more than 2,500 clients. Exhibited 10+ unique art pieces at the Mumbai Art Fair 2019, showcasing expertise in art and branding and receiving notable recognition from art enthusiasts and industry professionals.

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

35% Merit-based scholarship awarded | Parsons School of Design, New York

August 2022

"Faustian Ivory" | India Art Festival, India

May 2022

"A dreamer", Mumbai Art Fair, India

October 2019

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

June 2019