

Contact

bisoysunitha.iitm@gmail.com

www.linkedin.com/in/bisoyi-sunitha
(LinkedIn)

Top Skills

Product Design

User Experience Design (UED)

Usability

Languages

Telugu (Native or Bilingual)

English (Professional Working)

Hindi (Limited Working)

Certifications

Diploma in E-Business

Diploma in Social Media Marketing

Introduction to R

Membership Certificate

Honors-Awards

Gold medallist & National Super Art
Spark Awardee

Eastern Naval Command Trophy -
On the spot Painting (2006)

Guest of Honour

Silver Medallist in Volleyball Sports
Fest

Winner of Logo Design & T-Shirt
Design Competition

Bisoyi Sunitha

VP-Design @Goscale | 65+ Projects Delivered | IIT Madras |
Member of Interaction Design Federation (IDF)
Bengaluru

Summary

>> CLICK HERE & READ SUMMARY <<

Dedicated, innovative and enterprising individual with good interpersonal skills and willingness to learn. Bachelor's and Master's degree in Chemical engineering at IIT Madras and currently, pursuing my passion for Social Media Marketing, Digital Marketing and UI/UX design.

Solution driven and meticulous professional with more than 4 years of freelance experience in diverse roles with a flair for identifying and adopting emerging trends. Negotiated and developed 15+ clients for securing profitable freelance business. Experienced in crafting brand identities and branding solutions, complimented by an easy adaptability to new projects and environments. Possess hands-on experience with teamwork and event management as well as strong communication skills with the ability to deliver quality results.

Currently associated with Goscale Technologies as 'Senior Designer' and previously with Enfrien Innovations LLP as 'Business Analyst' cum 'Creative Designer for Marketing Division' which involved activities related to analyzing and documenting requirements, advancing company's efforts in Marketing, UI/UX and graphic requirements.

Love drooling over food blogs, maintaining fitness and engaging in peer social interactions when not on the job.

To learn more about how my aforementioned areas of expertise can help your company, please drop me a mail via (bisoysunitha.iitm@gmail.com)

Experience

GoScale Technologies

2 years 11 months

Design Lead

February 2019 - Present (1 year 7 months)

Bengaluru Area, India

Senior Designer (UI/UX)

October 2017 - January 2019 (1 year 4 months)

Bengaluru Area, India

Enfrien Innovations LLP

Business Analyst

July 2017 - October 2017 (4 months)

Bangaon Area, India

ROLE : Business Analyst, Social Media Marketing & UI/UX designer

-- Instrumental in selection of “i-byk”, Enfrien’s cashless and dock-less bike sharing system, into ‘Elevate 100’, a startup initiative by the Government of Karnataka

-- Designed UI/UX for Website & Mobile App; initiated all marketing activities & promotions (social media, e-mail and web)

-- Performed extensive market analysis involving benchmarking competencies, business requirements such as Stakeholder Analysis, Scope Statement Specification, Market Share, Pre-feasibility and cost Estimate

-- Gained detailed technical knowledge about company's products (LED lightings & Solar solutions) and processes

ChemClave fest

Graphic Design & Creativity Head

April 2016 - April 2017 (1 year 1 month)

IIT Madras

-- Selected and trained the team of 10 coordinators; built a collaborative culture to ensure quality performance

-- Reinforced the brand by redesigning logo; Created a compelling visual identity; sponsorship up to INR 2.5 Lakhs

-- Worked closely with media and publicity team in executing marketing campaigns; Expanded outreach by 30%

Polishlane Services Pvt Ltd

Graphic Designer & Social Media Marketing Intern

May 2016 - June 2016 (2 months)

Pune Area, India

ROLE : Graphic Designer & Social Media Marketing Intern

- Launched organic skincare product “Kayik” under CEO’s supervision; mentored 3 co-interns & guided project execution
- Formulated strategies for brand awareness and Co-branding partnerships; achieved 3-fold boost in service demand
- Devised engaging social media marketing campaigns; increased Facebook followers (2500+) & page views (by 30%)

Sangam Cultural Club Committee

Convener of Fine Arts Club

April 2015 - April 2016 (1 year 1 month)

IIT Madras

- Administered community of 150+ artists at IITM; enhanced club participation by 350% and reached 10,000+ Facebook audience by audience mapping
- Spearheaded a two-tier team of 4 coordinators & 45 volunteers; Captured 40% in cost savings and organized 30+ events valued INR 2.5 Lakhs, in timely manner, within budget

ChemClave 2015

Graphic Design - Core

April 2014 - April 2016 (2 years 1 month)

IIT Madras

- Selected and trained 10 coordinators; built a collaborative culture to ensure quality performance
- Reinforced the brand by redesigning logo; Instrumental in raising sponsorship up to INR 2.5 Lakhs
- Worked with media & publicity team in executing marketing campaigns; Expanded outreach by 30%

RideON

Co-Founder

February 2015 - March 2016 (1 year 2 months)

Chennai Area, India

- Proposed a low-cost alternative for traffic de-congestion through mobile app-based & dock-less bike sharing system

- Analyzed market dynamics of bike sharing & presented a business model to the Dean of Students, IIT Madras
- Projected to operate with over 500 bicycles enabled with Intelligent GPS search & automatic navigation, as pilot project

Fitness In You

Brand Identity Designer

February 2015 - September 2015 (8 months)

ROLE : Brand Identity Designer

- 1) Directed front end developers to create a responsive website; designed marketing and pitching material
- 2) Performed market feasibility analysis, targeted untapped customer segments to offer affordable & premium services
- 3) Coordinated with 6 core team members; developed monthly membership model with 188 outlets in Chennai & Bangalore

The Souled Store Pvt. Ltd.

Sales and Marketing Intern

June 2015 - July 2015 (2 months)

ROLE : Sales and Marketing Intern

- 1) Collaborated and partnered with 7 educational institutions for business opportunities; converted 25% leads to sales
- 2) Led a marketing team of 8 interns, developed and improved company's portfolio, visibility and market information
- 3) Assessed market conditions and competitor's activities to implement marketing plan alterations

VISAKHAPATNAM STEEL PLANT

Industrial Trainee

May 2015 - July 2015 (3 months)

ROLE : Summer Trainee

- 1) Project: Analysis of cooling systems at Mechanical, Biological and Chemical Treatment Plant (MBC Plant)
- 2) Studied a detailed framework of process units of MBC Plant in the Department of Coke Ovens & Coal Chemicals Plant
- 3) Performed Qualitative & Quantitative analysis on heat transfer efficiency of condensers for effective working of flash unit

4) Recommended changes to the existing system of heat exchangers to increase cooling by 50% (theoretically)

Saarang

Events Coordinator

August 2014 - April 2015 (9 months)

IIT Madras

- 1) Single-handedly managed a two-tier team of 7 coordinators and managed 7 Fine Arts events with an inventory of Rs 1.5 lakhs
- 2) Launched online and offline publicity campaigns in 5 major cities attracting a footfall of 2000+ students

ChemClave 2014

Events Coordinator

August 2013 - April 2014 (9 months)

IIT Madras

- 1) Initiated and organised 'Ch-Me-Trix' Quiz that witnessed over 40% of the total footfall
- 2) Liaised with sales and marketing teams to publicise & promote the event across 56 colleges in India

Education

Indian Institute of Technology, Madras

Bachelor's Degree, Chemical Engineering · (2012 - 2017)

Indian Institute of Technology, Madras

Master's degree, Chemical Engineering