

## PROFILE

I'm Honey, specializing in UI design, branding, and typography. I fuse aesthetics with function to craft user-centric experiences, elevating the mundane, conquering complex challenges, and sharing resonant stories.

## ACADEMICS

### ROCHESTER INSTITUTE OF TECHNOLOGY

Rochester, NY | Aug '22 - Present

- Major- Visual Communication Design
- GPA - 3.53

### PANDIT DEENDAYAL ENERGY UNIVERSITY

Gandhinagar, IND | July '17 - June '21

- Major - Human Resource Management
- Minor - Mass Communication
- CGPA - 9.41

## SKILLS

Figma  
Illustrator  
Photoshop  
InDesign  
AfterEffects  
Cinema 4D  
Design Thinking  
Organization

## INTERESTS

UI Design  
UX Design  
Branding  
Typography  
Calligraphy  
Photography  
Video Editing  
Social Media

## CERTIFICATIONS

### RESEARCH PAPER PUBLICATION

Wrote and presented a paper titled in the International Conference on Media, Communication and Design 2021 by Jagran Lakecity University.

### GRAPHIC DESIGN ELEMENTS SPECIALIZATION

Coursera | University of Colorado Boulder

### FUNDAMENTALS OF DIGITAL MARKETING

Google | Google Digital Garage

## EXPERIENCE

### GRADUATE ASSISTANT

RIT Graduate School | Sept '23 - Present

- Assisting with the professor's research.
- Aiding in information collection.

### DESIGN ASSISTANT

RIT Graduate School | May '23 - Present

- Designing print and digital materials.
- Filming and editing videos.
- Social media content creation and management for Graduate School's brand and engagement.
- Collaborating on content planning with various departments.

### SENIOR GRAPHIC DESIGNER

THE DIGI STORY | Sept '21 - July '22

- Worked with clients, and advised them with regard to branding.
- Developed concepts and graphics for social media, logos, website banners, ads.
- Created and edited video content for clients' social media.

### JUNIOR GRAPHIC DESIGNER

THE DIGI STORY | Jan '21 - March '21

- Designed print and digital materials.
- Collaborated with the Senior Designer to develop design concepts.

### DESIGN & SOCIAL MEDIA INTERN

RAVEN TECHNOLABS | Sept '20 - March '21

- Designed, planned, and managed content for different social media of the company to get maximum audience engagement.

### PUBLICITY & DESIGN HEAD

SPIC MACAY | Aug '19 - Aug '20

- Maximized the club's presence on social media through consistent advertising.
- Designed posters for various cultural events and led the setup of the venue.

### CALLIGRAPHY & HANDWRITING TUTOR

CALLIGRAPHY CLASSES | June '17 - June '22

- Organized calligraphy workshops to teach students styles of writing, and guided children in handwriting improvement through activities.

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