

EXPERIENCE /

Punchcut | Visual Experience Designer

(Mar 2017 - Present), San Francisco, CA

+ **User Interface Design:** Designing visual design assets for cross-platform projects from desktop, mobile phones, tablets and other devices. Work closely with Product managers, Developers, Interaction designers, Visual designers, User researchers.

Leanplum | Visual Designer

(Feb - May 2016 | Sept - Dec 2016), San Francisco, CA

+ **User Interface Design:** Designed scalable illustrations & pixel perfect icons for their product's services and features. Created wire-frames with annotation and prototypes to communicate ideas with internal teams or external stakeholders.

Balanced responsive compositions for web projects with sound SEO practices.

+ **Corporate Branding:** Designed Leanplum Engineering identity and defined visual standards guidelines by conducting user research which helped their future hires identify them as a workplace for engineers.

+ **Marketing & Social Media:** Created website Adrolls with compelling CTAs for on-boarding of the product. Translated complex concepts and data into compelling info-graphics. Created design assets and visual system style guide in support of future marketing and blog updates on social media profiles.

Gensler | Brand Designer

(Jun - Aug 2016), San Francisco, CA

+ **Clients:** LinkedIn, Walmart, Oracle and BioMarin

+ **Brand and Concept Development:** Created interactive environmental graphics for workspace, retail and way finding that speak to each client's individual identity and culture by deep diving into the analytics derived from the Gensler's strategic teams.

Leaf Design Pvt. Ltd. | Sr. Graphic Designer

(Jun 2011 - Jun 2012), Mumbai, India

+ **Clients:** Edelweiss House and Cafeteria, Capital Market-Financial Magazine

+ **Brand and Concept Development:** Collaborate and design with the strategy team to discover and execute design strategy and environmental graphics for workspace and art directions for pitching new projects. Led the bi-weekly financial magazine 'Capital Market' cover designs. Undertook responsibilities of updating projects on the company's website.

Freelance | Visual Designer

(June 2012- Present)

+ **Clients:** Septem Solutions, Audista.com, Adoptworld.org

+ **Brand Identity, Illustrations and Product Development:** Collaborate and design with the core team of Adoptworld.org (an Indian startup initiative) to translate goals and vision of the company to end-users. Designing iOS visual interface of the app by conducting user research and application of research insights into design strategy or manifest in service design. Design identity and wordpress website with visuals for Septemsolutions.com and Audista.com

EDUCATION /

+ M.A. - Graphic Design & Digital Media

Academy of Art University

San Francisco, CA.

(Sept 2013 - Dec 2016)

+ B.Des. - Communication Design

Symbiosis Institute of Design

Pune, India.

(Jul 2007 - May 2011)

ACCOLADES /

+ Patent: 240520, Flip-Flap

Board Game Design for Children

+ Membership: AIGA SF and IDF SF

+ **Award:** SCAD Excellence in Academic and Portfolio Award Scholarship for Masters program 2013

+ **Best Degree Project:** Strategy and Visual Design for Game Design, Symbiosis Institute of Design, 2011

UX DESIGN WORKSHOPS /

+ **Copenhagen Institute of Interaction Design,** Denmark (Jul 2015)

+ Board Game Design for Children

IDC, IIT-Bombay, India (Jan 2011)

+ Kyoorius Designyatra

Mumbai (Sept 2009)

SKILLS /

+ Design:

Visual Design, Branding, Illustration,

Typography, User Centric Design Research

and Insights, Persona Creation, Wire-framing,

Data Visualization, Prototyping, Service design

+ Tools:

Adobe Photoshop, Adobe Illustrator, Adobe

InDesign, Microsoft Office, Keynote, Sketch,

Invision, Principle, Framer.js.

+ Programming:

HTML 5, CSS, Wordpress

+ Languages:

English, Hindi, Tamil, Telugu, Marathi