

EXPERIENCE /

Google | Visual Designer

(June 2017 - Present), Mountain View, CA

+ **User Interface Design:** Create digital assets, interactions, and strategic branding that is true to the brand spirit. Contribute strategically to the development of brand experiences. Collaborate daily with a diverse set of specialists from strategists, information architects, UX designers, and engineers to deliver websites, apps and other digital experiences.

Punchcut | Visual Experience Designer

(Mar - June 2017), San Francisco, CA

+ **User Interface Design:** Designed design assets and interactions for a messenger app (a cross-platform product- both desktop app and all mobile app platforms). Work closely with product managers, developers, Interaction designers, visual designers, user researchers.

Leanplum | Visual Designer Intern

(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 for responsive web projects with sound SEO practices.

+ **Corporate Branding & Marketing:** Designed Leanplum Engineering identity and defined visual standards guidelines. Translated complex concepts and data into compelling info-graphics for blog updates and social media.

Gensler | Brand Designer Intern

(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:** Designing iOS interface of the app, design identities and wordpress website with visual assets.

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, G-Suite, Keynote, Sketch, Invision, Principle, Framer.js.

+ Programming:

HTML 5, CSS, Wordpress

+ Languages:

English, Hindi, Tamil, Telugu, Marathi