



Interaction Designer/
Product Designer

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EDUCATION

**Pursuing Masters in
Interaction In UI/UX Design**
(2022-2023)
Academy Of Art University,
San Francisco, California.

Bachelors In Graphic Design
(2014-2018)
Symbiosis Institute Of Design.
Pune, Maharashtra.

SKILLS

Visual Design
Design Strategy
User Research
Competitive Analysis
Wireframing
Prototyping
Usability Testing
Brand & Strategy

TOOLS

Figma
Illustrator
Photoshop
Indesign
After Effects

ACHIEVEMENT

Silver award by Foxglove for
Best Use Of Instagram
(for launch campaign of
Zeta, Hyatt Regency Pune).

EXPERIENCE

Visual Design Intern

HERO Marketing, San Francisco

Oct' 23 - Dec' 23

- Developed wireframes to visualize the app's flow and functionality.
- Designing graphics for apps, social media, and promotional materials.

User Experience Designer

Tata Consultancy Services, Pune

Aug' 19 - Aug' 21

- Participated in the brainstorming and understanding the design phases of multiple projects, including user and competitive research, affinity mapping, design system and various other communication assets.
- Created User personas to empathize with user at the center of design process.

Graphic / Visual Designer

Blackhat Hospitality, Pune

Oct' 18 - Jun' 19

- Worked on innovative and effective marketing & design solutions for the multiple hospitality clients such as JW Marriott, Ritz Carlton, Conrad, etc.
- Worked alongside MarComs and other designers to strategise & ideate, which was an effective way to increase footfall in the business. Worked on various social media as well as print collaterals.
- Planned and art directed Photoshoots for social media and advertising purpose.

UI/UX Design Intern

Chittlesoft Designs, Pune

Dec' 17 - Mar' 18

- Worked on complete end to end process to create an intuitive user experience for a custommade shirt brand called MadeForU.
- Redesigned another website for a brand called Qbite and achieving success under a tight deadline of 3 weeks.
- In addition, the internship tended to require a great deal of group work.

Graphic Design Intern

Grey Advertising, Mumbai

May' 17 - Jun' 17

- Worked on a packaging, advertising design for various brands such as Ferrero Rocher, Tic Tac, Shaze, etc. Designed loyalty program creatives for user.
- Conceptualised and designed an entire branding for a Tic Tac. Provided creative solutions, resulting with an ad campaign all over Mumbai.
- Assisted for a photoshoot for a chocolate brand. This internship was a great learning for me in terms of real life experience in an advertising world.