

EDUCATION

Master's in Interaction Design

(2021-2022)

California College of the Arts,
San Francisco, USA

Bachelor of Fine Arts

Specialization - Applied Arts
(2007- 2011)

College of Art, New Delhi

AWARDS

CANNES 2015

Lions Health - Silver
Giant Footprints

ABBY 2015

Promo & Activation - Silver
Pepsi Uncrushable Cans

ABBY 2015

Direct Response Digital - Silver
Pepsi Uncrushable Cans

CLIO SPORTS 2014

Design - Silver
Pepsi Uncrushable Cans

SKILLS

Qualitative Interviews, Secondary Research, Validation Research, Persona building, User Scenario mapping, data Visualisation, User Experience Design, User Interface Design, Systems Thinking, Prototyping, User Flows, Ideation, Affinity Mapping, Business Strategy, Wireframing, Usability Testing, Interaction Design, Information Architecture

DESIGN TOOLS

Figma, Sketch, Marvel, Axure, Principle, Adobe Photoshop, Adobe Illustrator, Adobe Indesign

LANGUAGES SPOKEN

English - Fluent
Hindi - Fluent
Punjabi - Fluent

EXPERIENCE

Freelance Designer San Francisco, USA

(Aug'23 - Present)

- **UI/UX Designer** - Yiddish Arts and Academics Association of North America (YAAANA)
Designing a language learning app that aims to foster a strong bond between the Yiddish community.
- **Creative Director** - Ankitaryadesign
Providing freelance creative direction for brand and campaign design for 5+ clients leading to multiple follow-up work for the design house

UI/UX Designer - GreyOrange, India

a Series D multinational warehouse robotics firm with \$410M funding

(Oct'18 - Aug'19)

- Collaborated with product managers and engineers to enhance the manager dashboard and notifications to enable timely identification and resolution of exceptions, improving warehouse throughput by 15%
- Improved stakeholder's experiences across platforms in the Butler Operating System by refining visual elements on the UI, improving System Usability Scale(SUS) score by 25 pts

Visual Designer - Design For Use, India

a global product innovation agency servicing 100+ clients

(Aug'17 - Mar'18)

- Redesigned the digital experience of partner portal for OneShield, a cloud based and SaaS platform for P&C insurers, improving stakeholder satisfaction and reducing customer acquisition cycle time by 32%
- Worked with C-suite leadership to develop a powerful investor pitch and marketing plan for Toffee, an operator of a digital insurance provider, enabling raising \$5.47M Series A funding

Senior Art Director - ITSA Brand Innovations Ltd., India

a leading provider in the Marketing, Advertising & PR / Advertising industry with 80+ employees

(Feb'16 - Jul'17)

- Led a 3 member team to design HCL Technologies' Straight Talk Magazine that provides experience-based insights of CIOs, CTOs and other senior technology executives, increasing the readership by 25% to 15K global readers
- Managed social media strategy and communication for Intuit, increasing their followers across platforms by 17%

Senior Visualiser - Ogilvy & Mather, India

a global \$6M advertising company headquarterd in New York

(Sep'14 - Dec'15)

- Led campaign design and execution of Ministry of Health and Family Welfare's Giants Footprint campaign to support eradication of Filariasis in India, winning Silver at Cannes Lions health award
- Designed multimedia campaign strategy for Comfort, a Unilever brand of fabric softeners, increasing YOY revenue by 9%
- Led a cross-functional team to design Ogilvy Brand Book, enabling acquisition of 8 new clients and raising revenue by 20%

Junior Art Director - Wunderman Thompson, India

a New York-based global marketing communications agency with 10K employees

(Jul'11 - Apr'14)

- Designed a 360 degree campaign for Pepsi during Indian Premier League, winning multiple awards and boosting quarterly revenue by 45%