

I've been designing for print and digital media for nearly a decade across various industries, alongside some talented and passionate people with a common ambition to create great design.

Work Experience —————

Achievements

Maker of an award-winning short film on Human Trafficking for Save the Children.

Save the Children is a global non-profit organisation that was founded in the year 1919. Today, it is India's leading independent child rights NGO. The film on Human Trafficking was showcased to spread awareness in local transport buses across Mumbai.

Winner of Madhya Pradesh state bamboo mission logo design challenge.

A national movement to develop a new line of bamboo products by bamboo artisans for the national and international markets.

Winner of India-Africa poster design challenge.

The India-Africa Forum Summit (IAFS) is a celebration of the close partnership between India and Africa. The poster was designed on the theme of 'Freedom'.

Crafting Tools

Graphic Design
InDesign, Illustrator, Photoshop

UX/UI Design
Figma, Adobe XD, Invision

Photography
Lightroom

Videography
Premiere Pro

Motion Graphics
After Effects

Senior Brand & Digital Designer

Conversion Digital – Digital Marketing Agency

Melbourne, Australia | Feb 2021 – Feb 2023

- Lead designer for the ideation and development of brand campaign creative concepts.
- Created brand identities and systems for a wide range of clients.
- Designed on-brand creative solutions for a variety of uses: websites, product graphics, email and presentation templates, social media graphics, and brand campaigns.
- Worked with project managers, design colleagues, and content experts to deliver an effective user experience.
- Designed fully integrated responsive websites for various clients.

Senior Graphic Designer

Nose to Tail – Property Marketing Agency

Melbourne, Australia | Sep 2020 – Feb 2021 (Contract)

- Conceptualised and designed creative solutions for a variety of projects, such as property brochures, information memorandums, flyers, advertisements, signage, and websites.
- Created and maintained brand guidelines, ensuring that all designs are consistent with the company's visual identity and messaging.
- Managed multiple projects simultaneously, prioritizing tasks, and meeting deadlines while maintaining attention to detail and quality.

Lead Designer

North55 – Design Agency

Dubai, United Arab Emirates | Mar 2016 – Mar 2020

- Worked as a lead designer on comprehensive branding projects.
- Collaborated with developers for the creation and delivery of tailored UX/UI design.
- Delivered exceptional creative campaigns, from concept ideation to campaign-specific outputs.
- Managed a team of designers, developers, and copywriters on significant projects.
- Experience in providing art direction and effectively communicating design critique both internally and with external partners.

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Design Insight

Strategy + Creativity

It's a perfect blend and I strive to find that delicate balance between what works as well as what looks good. I believe winning creative ideas are those which are based on a smart and insightful strategy and I treat every project as a defining moment.

Expertise

Art Direction

Concept Development

Branding

Brand Identity

Illustration

Print & Editorial Design

Digital Design

Website Design

UX/UI Design

Motion Graphics

Photography

Videography

- Liaised with printing firms to meet deadlines and obtain print collateral of the highest quality.
- Conceptualised and created marketing pitches for acquiring new projects.
- Headed client meetings and presentations for major brands.
- Developed and encouraged team motivation and employee retainer ship through interactive initiatives.

Graphic Designer

Admireworks – Advertising Agency

Dubai, United Arab Emirates | Jul 2014 – Feb 2016

- Designed brand identities, marketing collateral, and promotional campaigns.
- Collaborated with designers and developers to meet design requirements.
- Demonstrated operational excellence with an ability to maintain strong relationships with internal stakeholders, providing clear team direction and leading the development of campaign design.
- Created user interface prototypes that clearly illustrate how websites look and function.
- Handled significant leadership responsibilities in the absence of the creative head.

Graphic Designer

Avisio Creatives – Design & Printing Agency

Mumbai, India | Sep 2011 – Feb 2012

- Worked closely with clients on a variety of projects including branding, marketing collateral, exhibition graphics, and packaging.
- Conducted reviews and pitch presentations to clients.
- Proactively presented ideas and articulated design rationale effectively.
- Managed and supervised print jobs at the in-house printing firm.

Junior Graphic Designer

Jawed Habib Hair & Beauty Ltd.

Mumbai, India | May 2010 – Sep 2011

- Designed various artworks for marketing and advertising.
- Worked with a visualiser in the art department to conduct research for print campaigns.
- Supervised interns in the marketing and advertising department.

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Education —————

Online Course in UX/UI Design

Process Masterclass | Melbourne, Australia

- A comprehensive online course for learning design thinking and technical skills to become a more valuable UX/UI designer.
- The course included topics such as business objectives, user insight, layers of design, design process, structure and hierarchy, style boards and mood boards, grids, typography, prototypes, and design systems, to name a few.

Masters in Graphic Design

Maeer's MIT Institute of Design | Pune, India

- Fundamentals of design like color, form and space, perspective, geometry, etc.
- Basic and advanced photography, typography, design process, digital illustrations, print and production methods, publication design, and visual language.
- Branding, packaging design, and user experience design.
- Communication campaigns, copywriting, system design, way-finding design, and design management.

Diploma in Animation & Graphic Design

Arena Multimedia | Mumbai, India

- Won an award for the best audio-video editing for Creative Planet.
- Graphic and web designing programs.
- Audio-video editing.
- Basic HTML coding language.
- Programs for compositing visual elements.

Bachelor of Mass Media – Advertising

BCCA Institute of Management Studies | Mumbai, India

- Top ranker of the batch.
- Won awards for short films and advertisements.
- Specialisation in advertising.