



I am a visual and communication designer based in Mumbai, India. Currently learning and working in the field of social impact and sustainable design while following my other passion of travelling. During the past year, I have come to discover my passion for social impact and sustainable design. I strongly believe we can create a positive impact using design as a medium. I strive to create designs that are research-led and process-driven in all aspects of my work. My interest lies in editorial design, packaging, brand design, photography, yoga, travelling and trekking.

Work Experience:

Acuflex Global LLC-FZ - Dubai, UAE

Creative Designer - Present

- In addition to design, I also handle business aspects for the company.
- Initiating collaborations and leading end-to-end projects, from sales to maintaining relations with clients and vendors.

Freelance Visual and Communication Designer

2019 - Present

- Currently working in the field of social impact and sustainable design while working for clients such as Rohini Nilekani Philantropies, WASH United, Anahata United Efforts Foundation (NGO), Swasth Yog Foundation (NGO) Growing Together, and Seeds of Wellbeing.
- Volunteered as a graphic designer for Sundatta High School (BVES) - a junior college in Mumbai.
- Volunteered for design jobs in Auroville, Puducherry

Open Strategy & Design - Mumbai

Graphic Designer - September 2019 to October 2021

- Worked across multiple disciplines like brand identity, editorial, packaging, design thinking and conceptualisation.
- Worked on brand idendity and packaging for Blue Heaven, a FMCG makeup brand with over 250 SKU's. Managed the brand from market research, to design thinking to delivering all design artworks over a period of one and a half year.
- Other clients I worked for: Jack Daniels, Namah Nutraceuticals, Native, pitch for Noida International Airport and Breasy (a breast cancer screening clinic).
- Led end-to-end projects, from presales, market research, client presentations to design thinking and solutions, while working closely with other teams such as brand strategy and copy.

The Glitch - Mumbai

Graphic Design Intern - June 2018 - October 2018

- Worked on several digital campaigns and ideas for brands such as Magnum, Netflix, Vaseline, Tresemme and Asia Games.
- I was exposed to a lot of exciting work during my intership where I not only enhanced my design skills, but also my communication, presentation and social skills.

Percept EMC - Mumbai

Graphic Design Intern - May 2017 - June 2017

- Worked on brands like Taj Group of Hotels and other fashion retail brands.
- This is where I enhanced my software skills while learning website coding and photoshop editing.

A Brand New Day (ABND) - Mumbai

Graphic Design Intern - October 2016 - November 2016

- Worked on brand identity ideas and conceptualisation for different brands.

Education:

École Intuit. Lab, Mumbai, India (2015 - 2019)

Diploma in Visual & Communication Design

École Intuit. Lab, Aix-en-Provence, France (2018)

Exchange program

Kishinchand Chellaram College, Mumbai, India

(2015 - 2017)

HSC in the field of Commerce

Fazlani L'Académie Globale, Mumbai, India (IGCSE)

Achievements:

- Held my own Art Exhibition at Nariman Point, Mumbai in 2016. I showcased my paintings and artworks and successfully sold 3 of my canvas paintings.
- Selected from my institute, école intuit.lab to spend a semester in Aix-en-Provence, France for an exchange program which truly helped me evolve as a designer and thinker.
- Cleared the DELF A2 level exam in French language through Alliance Française, Mumbai.
- Co-founded a freelance company with my colleagues to start an intitiative "Paint Your Dreams", where we conceptualised and caricatured dreams and goals of people in an expressive way. This is concept is proven to help people manifest their dreams.

Comprehensive Skills:

Research & Conceptualisation | Design Thinking | Visual Communication | Illustration | UI Design | Photography | Team work | Painting | Copywriting

Software Skills:

Adobe CC Creative Cloud | UI/UX Tools (XD, Figma) | Photography (Nikon 360 D)