

## EDUCATION

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**University of Brighton, U.K** 2022-2023  
MSc User Experience Design | Distinction 1:1

**Pearl Academy, India** 2015-2019  
BA (Hons) Communication Design | First Class 2:1

## PROFESSIONAL EXPERIENCE

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**Inforens Global Ltd, U.K, User Experience Designer** Jul 2024-Present  
- Designed intuitive and visually engaging interfaces for new app launch to enhance user experience  
- Developing creative designs to strengthen brand identity for company mascot, & branding materials  
- Responsible for optimal user experience across desktop & mobile devices through responsive designs

**ARM Worldwide, India, Visualiser Manager, Creative & Content** Jan 2022 - Sep 2022  
- Headed the design vertical for MTV India, directing creative strategies & ensuring brand consistency  
- Led client negotiations & designed impactful creatives for new brand pitches such as OnePlus  
- Managed a team of 4 designers & executed brand campaigns boosting user engagement to 1 million

**Senior Graphic Designer | Executive Graphic Designer** Jun 2019 - Jan 2022  
- Developed graphics for diverse digital campaigns of Pearson, Organic Harvest, One8 & Novotel Hotels  
- Designed user interface for JM Jain's new website bringing a digital touch to their traditional business

**Daily Digital Pvt Ltd, India, Graphic Design Intern** Mar 2018 - Sep 2018  
- Designed social & print media creatives for Krispy Kreme, Big Muscles, UC Browser, Cravity café etc.

## CERTIFICATIONS

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IBM Enterprise Design Thinking Practitioner

## ACHIEVEMENTS

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Ist place in online educational escape room game, 11th International Educational Games Competition at ECGBL23, at University of Twente, Netherlands

## AWARDS FOR SOCIAL MEDIA CAMPAIGNS

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- Best Instagram Campaign for MTV Splitsville Season 13, Digital Dragons Award in 2022
- Silver award for Best Use of Social Media for MTV Roadies Season 18, The Mommys Awards 2023
- Inkspell Social Stars Award in 2023 for MTV Memestars campaign
- Gold award for Best Use of Social Media for "MTV ORGAN Daan" Campaign, PR Awards 2021

## SKILLS

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User Research | UI Design | User Experience | Information Architecture | Visual Design | Interaction Design | User Testing | Proficient in Figma, Adobe Creative Suite, & Miro

## LANGUAGES

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English | Hindi