

ABOUT

I am a design generalist from Mumbai, India. My product design projects focus on emotional health, communication and social dynamics. I'm interested in social flourishing in increasingly digital times. When I'm not designing, you can find me reading, watching anime, meditating, and aggressively protecting my streak on Duolingo.

EDUCATION

Parsons School Of Design (2023-24)

MPS Communication Design

Mumbai University (2012-17)

BArch (Architecture)

Jnanapravaha, Mumbai (2019-20)

Diploma in Indian Art History

ACHIEVEMENTS

Taught a class on visual representation for undergraduate students in KRVA, Mumbai (July 23)

My paper on 17th Century Deccan paintings was published in Jnanapravaha Quarterly in 2020.

Selected for the Charles Correa Foundation's research programme DWELL in 2015.

Commendation Award 'Heritage Awards for Excellence in Documentation' hosted by INTACH, Delhi, 2015

Wrote & published 6 research based stories for the People Place Project in 2014.

SKILLS + TOOLS

Design - Design research, User research, User interviews, Wireframing, Rapid prototyping, Branding, Visual design, Spatial planning.

Tools - Adobe Suite, Figma, Miro, HTML/CSS, Asana

Additional - Copywriting, creative writing, academic writing.

EXPERIENCE

Lead Designer - Weird Communications (05/22 - 05/23)

- Designed e-commerce websites, packaging, visual identities, and successful Meta ad campaigns for mid-size fashion, food and wellness brands in India.
- Led the rebrand of Weird Communications.

Freelance Graphic Designer (05/2020 - Ongoing)

- Doubled monthly revenue in 4 months and multiplied social media engagement by 1.5X for Organicule, a Malaysian superfoods brand.
- Created a visual language for fundraisers and communication for SEF, an education NGO based in India during covid-19.
- Designed investor decks, branding for restaurants

Graphic Designer - BHA Future Co (07/2019 - 02/2020)

- Designed the packaging for Fratelli's new sparkling wine, Noi.
- Designed collateral for Ikai Asai's first ever pop-up in France. Led research, project management and design for a promotional video for Ikai Asai featuring designers and local artisans.
- Led the design of pitch decks, handled client acquisition, and project management.

Exhibition + Communication Designer - FYI, India

Contract (11/2018 - 02/2019)

- Led the design of 'The Big Question' exhibition for FAB Biennale 2018-19. Created communication for FAB's college outreach which included 6 colleges and reached over 500+ professionals and students.

Graphic Designer - Urbz (05/18 - 11/18)

- Designed urbz's proposal for the urban research festival Eterotopia.
- Redesigned urbz's social media language and repurposed existing research to bring up engagement by 80%.

Graphic Designer - Homegrown (02/18 - 05/18)

- Contributed to the identity design, and spatial planning for HG Street, India's first ever street culture festival. Contributed to the identity and spatial design of Homegrown's event the Memory Project.

Spatial Planner - sP+a (01/2016 - 05/16)

- Built models and an installation for sP+a's exhibition 'In The Name of Housing' and contributed to their first publication on the same (Available on Amazon) Visualization of sP+a's award winning proposal for redesigning Mahim Nature Park. (published in ArchDaily)

Writer - Design Variable (04/14 - 05/14)

- Conducted interviews with migrants and immigrants in the city of Mumbai. Mapped the histories of different communities and nationalities in 20th century Mumbai.
- Wrote 6 short stories based on that research.