

CHERISHA AGARWAL

✉ cherisha@nyu.edu

🌐 cherisha.net

in linkedin.com/in/cherisha

📞 929-313-3487

EDUCATION

NEW YORK UNIVERSITY (NYU)

M.S in Integrated Digital Media (GPA - 3.95/4)
Sep 2017 to May 2019 | New York City, USA

PES INSTITUTE OF TECHNOLOGY (PESIT)

B.E in Computer Science Engineering (GPA - 3.3/4)
Aug 2009 to June 2013 | Bangalore, India

WORK EXPERIENCE

- 09-2018 to Present** NYC MEDIA LAB - XR Startup Bootcamp Team Lead
Created business model and analyzed product market fit by conducting 120 customer interviews for a multi-modal VR application for accessibility which originated as a design solution to Microsoft
- 01-2018 to Present** NYU MAKERSPACE - Design Lab Coordinator
Organized 70+ talks & workshops, collaborated with industry experts, created design interventions and designed digital marketing, brand strategy which increased 50% student interactions
- 06-2018 to 08-2018** NYU GALLATIN - Digital Accessibility Assistant
Applied web content accessibility guidelines and user experience design principles to remediate digital content and redesign websites which increased 25% access and received 100+ more views
- 09-2017 to 12-2017** NYU OFFICE OF INTERACTIVE MEDIA - Digital Media Intern
Designed creative content for digital media platforms which increased 65% student engagement
- 05-2016 to 12-2016** TATA ELXSI - Designer
Performed visual trend forecasting on a design research project for Asian Paints ColourNext17
Worked on UI/UX projects, marketing and sales activities for 35% better client collaboration
- 09-2013 to 04-2016** ORACLE INDIA PVT LTD - Solutions Engineer
Designed 40+ UI mockups, infographics and conducted 50+ interviews to recruit designers
Worked on front end web development using 3+ Oracle products for 60% more successful demos
- 07-2013 to 08-2017** CHERISH-A-DESIGN - Venture Owner
Completed 100+ freelance design projects for companies, startups, events and individuals which increased 50% revenue for clients through effective UI/UX, advertising and branding strategy

SKILLS

- User Interface Design
- User Experience Design
- Interaction Design
- Visual Design
- Digital Marketing
- Digital Strategy
- Accessibility Design
- Design Thinking
- Brand Strategy and Advertising
- Prototyping and Wireframing
- User Research and Testing
- 3D Printing and Laser Cutting
- Video Production and Editing

ACHIEVEMENTS

- Won \$10000 Grant as Team Lead for NYC Media Lab XR Startup Bootcamp
- Vice President of Communications for NYU Tandon Graduate Student Council
- Certified in the Pep Talk Program by Ian Faria, a Master Public Speaker
- Won Laurels for Swimming, Basketball, Badminton, Throwball and Advertising
- Completed High Altitude Himalayan Trek and Won Best Hiking Award
- Marketing and Organizing Lead Volunteer at DesignDay

DESIGN PROFICIENCY

- Adobe Creative Cloud
- Sketch, Invision
- Axure, Marvel, CorelDraw
- HTML, CSS, JavaScript

HOBBIES & INTERESTS

- Badminton
- Basketball
- Numismatics
- Hiking
- Poetry
- Piano