

CHERISHA AGARWAL

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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**
Received grant of 10k to create business model and analyze product market fit by 100+ customer interviews for a multi-modal VR accessibility tool that 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 all of which increased student interactions by 50%
- 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 student engagement by 65%
- 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 45+ UI mockups, infographics and conducted 30+ interviews to recruit designers
Worked on front end web development using 3+ Oracle products for 40% 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
- Product Design
- Digital Marketing and 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

- \$10,000 Grant for selection in Top 10 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