

## EDUCATION

### NEW YORK UNIVERSITY (NYU)

M.S in Integrated Digital Media (GPA - 3.97/4)  
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

- 01-2018 to Present **DESIGNER & COORDINATOR at DESIGN LAB, NYU MAKERSPACE**  
Organized 110+ talks & workshops, collaborated with industry experts, created design interventions and designed digital marketing, brand strategy all of which increased student interactions by 50%
- 09-2018 to 12-2018 **TEAM LEAD for XR STARTUP BOOTCAMP by NYC MEDIA LAB**  
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
- 06-2018 to 08-2018 **DIGITAL ACCESSIBILITY ASSISTANT at NYU GALLATIN**  
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 **DIGITAL MEDIA INTERN at NYU OFFICE OF INTERACTIVE MEDIA**  
Designed creative content for digital media platforms which increased student engagement by 65%
- 05-2016 to 12-2016 **DESIGNER at TATA ELXSI**  
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 **SOLUTIONS ENGINEER at ORACLE INDIA PVT LTD**  
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 **VENTURE OWNER of CHERISH-A-DESIGN**  
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
- Successful pitch at Exploring Future Reality event in front of 500+ people
- 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

## DESIGN PROFICIENCY

- Adobe Illustrator, Photoshop, InDesign,
- Adobe After Effects, Premier Pro
- Sketch, Invision, Axure, Marvel, CorelDraw
- HTML, CSS, JavaScript, WordPress

## HOBBIES & INTERESTS

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