

I am a graphic designer pursuing opportunities in the realm of human-centered design within service contexts. I've always loved solving problems so my primary goal is to create designs that aid people and solve real challenges.

Education

SCAD, M.A Service Design | 2023-25

ISDI Parsons, Degree in Communication Design | 2016-20

University of Mumbai, B.A Sociology | 2016-19

Skills

Adobe Photoshop	Adobe Illustrator	Figma
Adobe After Effects	Adobe InDesign	Miro
Adobe XD	Adobe Dimension	Mural

Languages

English	Marathi
Hindi	Spanish

Extra curriculars

Certificates:

India's Ministry of Electronics & IT | January 2023:

Contribution to their OGD Taskforce through Fractal Udacity | November 2022 : Human Computer Interaction

Udemy | April 2021: Fundamentals of UI Design

Coursera | June 2020: Introduction to UX Design

Volunteering experience:

Teaching Volunteer | January 2022: Teach for India

Design Volunteer | November 2020: Make a Wish India

Published whitepapers & articles for Fractal:

Co-author & visual designer | 2022: Trend highlights & strategic foresight consumer brands 2025

Co-author & visual designer | 2021: Overcoming non-binary exclusion 1 & 2

Co-author | 2021: Distributed data clean rooms

Academic experience

Greyhound Lines, Inc.

- In the Fall at SCAD, I undertook a project focusing on Greyhound from a service design perspective
- Our objective was to employ human-centered design principles to assess prevalent user challenges and enhance an already well-established service
- Notably, this project was the sole one selected by the professor to be presented to the Infosys design team

Professional experience

Fractal Analytics | Design consultant | July 2021- July 2023

- Collaborated within a diverse team, including engineers, consultants, data scientists, and behavior architects, to address challenges
- Utilized quantitative and qualitative research methods to address business challenges for Fortune 500 companies
- Facilitated workshops for non-design team members to help them present their work efficiently.
- Utilized visual design and user research to craft designs used in the Metaverse, assisting Fractal in exploring and entering the platform; these concepts were presented during the Loreal Global IT Summit 2022, Mars Inc metaverse concepts and other pitches
- Earned official acknowledgment from the Indian Government for my contributions within the Fractal team for aiding them in leveraging the value of open data for enhanced user adoption through their platform; conducted quantitative research and analysed objective data as a task force researcher, unveiled patterns, and inferences that contributed to more precise predictions for the nation's future
- Led research initiatives to elevate Fractal's CDP score, and lower the company's GHG emissions; developed findings and solutions that were implemented by the travel and admin team, prompting other stakeholders to pitch these measures to their clients
- Co-authored a white paper on inclusive retail, involving a dipstick with key stakeholders followed by a literature review to identify best practices across industries; this led to the development of a POV with proposed solutions, the findings of which I presented in a LinkedIn live
- Collaborated on a design team to conduct a strategic foresight study based on design thinking, helping Consumer Brands navigate the rapidly changing landscape of consumers, technology, and the industry; our study was well-received by CPG clients- it provided them with the foresight to prepare for emerging uncertainties and capitalize on opportunities in the market
- Created responsible AI dashboards, websites for verticals within the organization, wireframes and 3D mock-ups

Landor & Fitch | Graphic design intern | Jan 2021- March 2021

- Designed brand identities, packaging, conducted market research, created videos, and crafted social media content for brands spanning FMCG, hospitality, CPG, retail, pharmaceutical, and fashion industries.
- Designed 2D artifacts, such as patterns, posters, and signages, to enhance 3D interior space renders for client presentations
- Crafted a trailer for a vegan meat brand, enhancing the pitch deck and contributing to the company's successful pitch win
- Designed collaterals for a luxury clothing brand, receiving appreciation from the brand team and being chosen as final artifacts.