

Work Experience

Visual Designer, TinkerLabs

September 2021 - September 2023
Mumbai

- Designed the identity and visual language for UNFPA's 'Just Ask' chatbot that aims to provide social and sexual health information for tier-3 town adolescents. Utilized a mix of visual tools and conversational methods in user testing to refine the identity. Launched in July 2023, the chatbot now boasts over 60,000+ users.
- Conducted design research and proposed a redesign for Nayi Disha's website, streamlining access to resources for caregivers of persons with disabilities.
- Visualized and redesigned materials for the International Justice Mission to improve usability for diverse stakeholders.
- Designed the visual identity for 'Upbeat,' a TinkerLabs initiative—a platform enabling young adults to discover guardian-approved plans. The MVP for the platform launched in Delhi led to 15+ sign-ups within 2 weeks of MVP testing.
- Co-facilitated 'Design thinking X Behaviour Science' workshops for higher education institutions in India.
- Led primary and secondary design research for a TinkerLabs initiative, optimizing a digital platform for frontline healthcare workers to record routine immunization data efficiently.
- Developed visual aids and illustrations for 10+ reports, workshops and projects.
- Designed communication materials and packaging solutions for HIV self-testing kits, aiming to alleviate barriers hindering the adoption of self-testing among high-risk groups in India.
- Led secondary design research, mapped user journeys, designed the information architecture and user flows for Dure Technologies' upcoming 'TB Chatbot' project in Nigeria, Africa.

Design Intern, DreamJar Studios

October 2020 - December 2020
Remote

- Developed storyboards and illustrations for Dreamjar's social platform creatives. Collaborated closely with the creative team focusing on storytelling elements to enhance engagement.
- Led the conceptualization and design of a cohesive digital presence for a range of brands.

Design Intern, Paul Studio

September 2020 - October 2020
Remote

- Initiated and led the rebranding efforts for the 'Paul Studio' brand.
- Conceptualised and created an engaging and child-friendly visual identity and packaging for a children's spray sanitizer in response to the challenges posed by Covid-19.

Freelance Visual Designer

2019 - Present
Remote

- Collaborated with over 10+ clients, managing diverse projects including branding, packaging, visual identities, publications, and illustrations.

Education

Bachelors in Design (Visual Communication)

Unitedworld Institute of Design, Gandhinagar
2017-2021

Skills

Illustrator, Photoshop, Indesign,
After Effects, Figma, Premiere Pro,
Procreate, After effects, Blender

Focus

Illustration, Typography, Print,
Identity design, Design research,
Interaction design, Concept art,
Inclusive design