



## EDUCATION

Expected graduation  
December 2020. **School of the Art Institute of Chicago (SAIC)**  
BFA with emphasis in Design.

## WORK EXPERIENCE

- February - Present  
Chicago, U.S. **Designer and Research Assistant / Panorama Innovation LLC.**
- Conduct in person user interviews for qualitative research.
  - Facilitate online research by testing tools and creating prototypes.
  - Design visual stimuli for research materials and client deliverables.
  - Curate social media posts and help in social media strategy.
- June - August 2019  
Mumbai, India. **Design and Marketing Consultant / Maya Academy of Advanced Cinematics (MAAC Bandra)**
- Designed and developed website, improved SEO with digital marketing, new content updates, and blog writing.
  - Managed digital marketing activities, and organized events which helped increase enquiry rates by 80 percent.
  - Conducted student workshops, critiques, and field trips relating to animation and vfx to help students assess and improve their work.
- February - May 2019  
Chicago, U.S. **Industrial Design Intern / Surge Innovations LLC.**
- Re-designed a bluetooth tracker for FabFitFun improving ergonomics through user research and prototyping.
  - Designed promotional objects for Jagermeister and White Claw.
  - Prototyped innovative packaging solutions for marketing and increasing sales of FabFitFun and Tim Hortons products.
  - Created 3D models of products using Fusion 360 for client pitches.
- January 2018  
Utrecht, Netherlands **Designer / Imagining Tomorrow : Province of Utrecht**
- Collaborated with the government of Utrecht and students from European universities to propose solutions to improve citizen health.
  - Led the team's vision in designing a citizen science project.
  - Ideated product concept by integrating qualitative research.
  - Managed social media for the branding of the seminar.
- May - August 2017  
Mumbai, India. **Assistant Promotions Producer / Zee Entertainment**
- Story-boarded title sequences for three web platform movies
  - Designed branding campaigns for a commercial film.
  - Created styled frames and visualized graphics for trailers.
  - Supervised video editing and color grading.
- March - May 2019  
Chicago, U.S. **Journalist / F News Magazine - SAIC**
- Wrote op-ed pieces for an award-winning publication on political and academic issues. Work Involved interviews, research, travels and challenging deadlines.

## SKILLS

### Software

- Photoshop, Illustrator, After effects, Indesign, Premiere Pro, Lightroom, XD
- MS Office, G-Suite, Keynote
- Fusion 360, Arduino Coding

### Technical

- Laser Cutters, DSLRs, 3D Printers, Woodshop Tools

### Design

- Qualitative Research, Ideations, Prototyping, Sketching
- Graphic Design, Branding, Packaging
- Website Design and Development
- Stop Motion Animation

### Marketing

- SEO, Google Analytics, Blogging
- Content Creation and Copywriting

### Languages

English, Hindi, Marwari, Gujarati

## AWARDS

### Bio Design Challenge (BDC) Finalist

- Top 8 Position at the BDC World Summit 2018 at MoMA in New York.
- Won the opportunity to present live in MoMA and exhibit at Parsons.

### John W. Kurtisch Travel Scholarship

- Won the prestigious 2019 award for design research study trip to London.

### Travel Scholarship to Utrecht

- Travel Award 2018 for design thinking collaboration with the Province of Utrecht, the Netherlands.