

Karishma Dotia

email: karishmadotia@gmail.com website: karishmadotia.com



EDUCATION

Graduation
August 2016 -
August 2020
United States

School of the Art Institute of Chicago (SAIC)

BFA with Distinction, emphasis on Product and User Experience Design. Achieved SAIC Scholars milestone along with three unique study trips to the Netherlands, London, and Vietnam.

WORK EXPERIENCE

Product Designer and Researcher/ Gramhal.

- Designed a crop quality testing kit using human-centered approach.
- Independently strategize and lead user research for the products and services being used in the pilots including the quality testing kit, curriculum to train the people using the kit, and Gramhal app.
- Generate insights from research to improve existing services and ideate new ones.
- Leading the design, wireframes, and prototypes for a newly ideated service app resulting from insights generated in the pilot.
- Design communication materials as well as marketing materials to attract new clients, donors, and funders.

Design Consultant / Freelance.

- Undertake branding, UI/UX, animation, and website design projects.
- Learning project management, negotiation, scoping, and pitching.
- Working independently as well as with other consultants.

Designer and Researcher/ Panorama Innovation LLC.

- Conducted in person interviews and remote ethnographic research for clients ranging from healthcare industry to non- profits.
- Designed visual stimuli for research including card sorts, gamification activities, google forms, text message leads, miro boards.
- Generated insights and proposed solutions at design thinking workshops with the clients.
- Designed visual materials including branding, graphics, videos, animations for client presentations, exhibitions, and website.
- Curated social media content, marketing strategies, and managed their wordpress website blogs.

Design and Marketing Consultant / Maya Academy of Advanced Cinematics (MAAC Bandra)

- Designed and developed a 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.

SKILLS

Software

- Adobe Photoshop, Illustrator, XD, Indesign, After effects, Premiere Pro
- Figma, Miro, MS Office, G-Suite
- Fusion 360, Wix, Squarespace, Wordpress

Technical

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

Design

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

Marketing

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

Languages

English, Hindi, Marwari, Gujarati

September 2020
- Working Currently
India
(Part-time, contract,
remote working)

September 2020
- Working Currently
India
(Part-time, freelancing)

February - May 2020
Chicago, U.S
(Contract- based
remote working)

June - August 2019
Mumbai, India
(Intern on site)

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WORK EXPERIENCE

February - May 2019 Chicago, U.S (Intern on site)

Industrial Design Intern / Surge Innovations LLC.

- Re-designed a bluetooth tracker for FabFitFun improving ergonomics through user research and prototyping.
- Designed promotional objects for several brands including Jagermeister, White Claw, Tim Hortons.
- Prototyped innovative packaging solutions for marketing and increasing sales of FabFitFun and Tim Hortons products.
- Enhanced skills in Fusion 360, Illustrator, and Photoshop to create renders and graphics for client pitches.

March - May 2019 Chicago, U.S (College- Campus)

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.

January 2018 Utrecht, Netherlands (Student Designer)

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 (Intern on site)

Junior 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.

VOLUNTEER WORK

August 2020 (Remote) Mumbai, India

UX Copywriting Mentor for HivedIn

- Facilitated mentor sessions to help the team write copies, stories, and pitches for their startup.

March 2019 Chicago, Unites States

Mural Restoration Artist at North Lawndale College Prep

- Restored two murals in the corridors of North Lawndale College Prep

April 2018 Chicago, Unites States

Designer at The Anti-Cruelty Society

- Designed recreational toys for shelter animals.

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, Netherlands.

SAIC Merit Scholarship (2016-2020)

- Awarded to select students based on portfolio, merit, and academic performance in college each year.

SAIC Scholar

- Graduated with Distinction upon completion of the honors courses.

CONTACT



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