



Creative and strategic designer with 4+ years of experience shaping emerging brands into compelling visual stories. With expertise in design, social research, and advertising, I craft user-centred solutions that captivate audiences. From branding to visual storytelling, I bring brands to life with personality and passion, ensuring lasting impact.

Work Experience

Inspire Brands - Brand Design

Atlanta, GA - Present

- Contribute to the creative team's design projects for clients such as Dunkin', Baskin Robbins, and Arby's, ensuring brand consistency across various channels.
- Drive brand growth by supporting design initiatives for Sonic and Baskin Robbins, enhancing visual storytelling and creative assets to strengthen brand presence and engagement.

SCAD Pro Collaborations

BMW X SCAD PRO - Design Lead

Atlanta, GA - 2024

- Collaborated on a 10-week SCAD x BMW contract-based project, working with a team of 20 designers to research and design a customer-facing mixed reality experience aligned with BMW's brand.
- Developed an interactive product experience by integrating UX research and innovative design strategies, delivering a concept that showcased the potential of mixed reality in automotive experiences and received positive feedback from BMW stakeholders.

Adobe X SCAD PRO - Visual Designer

Atlanta, GA - 2023

- Engaged in a contract-based collaboration between SCAD and Adobe, working with a multidisciplinary team to develop a visionary platform for the next generation of creatives.
- Led ideation and experience design efforts, crafting an innovative and immersive solution that aligned with Adobe's vision for the future of the creative space.

Ecowomanist Institute X SCAD PRO - Project manager & Designer

Atlanta, GA - 2023

- Led the design of user-centric interfaces, collaborating closely with stakeholders to transform their vision into intuitive digital experiences.
- Served as Design Lead in revamping the website and social media presence, enhancing brand awareness and driving greater engagement.

HvA Design - Design Intern

Brooklyn, NY - 2023

- Completed a summer internship working on diverse design projects, including Branding, Typography, and Web Design, to develop a well-rounded skill set.
- Collaborated on multiple design initiatives, gaining valuable insights and growing both personally and professionally in the field of design.

Ogilvy - Visual Designer

Mumbai, India - 2021 - 2022

- Played a pivotal role in shaping and refining the brand identities of various brands under the ITC Group umbrella. Utilised creative vision and strategic insights to ensure brand consistency and resonance across digital channels.
- Led brand identity development and digital campaigns for multiple ITC Group brands, ensuring consistency and resonance across platforms.
- Drove a 30% increase in audience reach and improved ROI by 25% through strategic campaign execution and data-driven optimisations.

Requis INC - Graphic Designer & Digital marketing

Texas - 2020 - 2021

- Spearheaded social media campaigns for post-lockdown salon revival as an offshore employee, using strategic ads and engaging content to drive customer return to U.S. salons.
- Developed and executed creative campaigns, increasing store recognition from 20 to 100 locations, while boosting consumer engagement, social media following, and foot traffic, contributing to the brand's successful post-lockdown recovery.

Education

Savannah College of Art & Design Masters in Graphic Design and Visual Experience

MIT ADT University Bachelors of Applied Arts - Graphic Design

Skills

- Adobe Creative Cloud, Illustrator, Photoshop, XD, Indesign, Figma, After Effects.
- Digital Product Design, Creative Problem Solving, Typography, Photography, Brand Building, Concept Development, illustration, Digital Marketing, Advertising, Visual Storytelling.
- Collaborator, Attention to Detail, Fast Learner, Responsible, Hardworking, Creative, Strong interpersonal, written, and oral communication and storytelling skills. Willing to learn new skills and softwares.