

EDUCATION

Degree/Certificate	Institute/School	CGPA/Percentage	Year
MDes Communication Design	Dhirubhai Ambani University	8.12	2024-Present
BA Sociology Honours	JDMC, University of Delhi	6.68	2021-2024
UI/UX Design Diploma	National Institute of Fashion Technology, Mumbai	8.0	2022
12th Intermediate	Ryan International School, Ghaziabad	84%	2021

EXPERIENCE

Creative Designer/ Enthuse Answers

June 2025 - July 2025, Gurugram (Hybrid)

During the Internship I contributed to rebranding initiatives by combining strong visual design with user-focused research. I did Design research to inform the design direction and content strategy across platforms including Instagram, Facebook, Threads, Twitter, and LinkedIn. My role involved creating over visual assets such as carousels, static posts, and brand creatives, all tailored to improve engagement and visual consistency. I collaborated with the editing and strategy teams to align visuals with brand tone and user behavior insights.

Lead Visual Designer/ Starting Core

(July 2023 - January 2025), Mumbai (Remote)

During my internship, I worked extensively on over 50+ visual design projects, including Instagram carousels, logos, and complete brand identity suites. I contributed to branding for new projects, handled Instagram marketing, and created content strategies tailored for social media engagement. I was involved in UI design, graphic design, and visual storytelling across platforms.

Additionally, I worked closely with more than 10 clients, managing communications, incorporating feedback, and delivering high-quality design solutions. I also contributed to LinkedIn content writing to enhance brand visibility and professional outreach.

Research and Promotion / Evepaper

(April 2022 - July 2022) (Remote)

During my Internship I Contributed to content promotion, completed weekly projects, handled bonus tasks, conducted research on various topics, and created detailed reports during the internship.

TECHNICAL SKILLS

Soft Skills - Communication, Time Management, Leadership, Handcrafting, Research, Painting, Sketching, Marketing, Management

Technical Skills - Adobe Illustrator, Figma, Adobe XD, Adobe Fresco, Adobe Premiere Pro, Adobe Photoshop, Canva Pro, Creative Cloud, Microsoft Clipchamp, Framer, WebFlow, Notion

Office & Utility Tools - Microsoft Excel, PowerPoint, Word, Google Slides, Google Forms

Design Skills: Color Theory, User Persona, Affinity Mapping, Problem Solving, Communication Solution Through Best Medium, Design Fundamentals, Interaction Design, Animation, Design Research, Exhibiting Design, Design Process, Photography & Videography, Design Thinking, Multi Modal Story Telling, Ethnography, Compelling Communication & Storytelling, Product thinking, Prototype, Wireframing

RESEARCH PROJECTS

- **Gender-Based Violence:** Published paper on Gender-based "Violence in the natal family" under Women Power Connect (WPC-IPV) with Friedrich Ebert Stiftung
- **Temple Ethnography-** Research paper on Shri Baba Lalu Jasrai Ji (Culture & Communication module)
- **Crafts of Chhota Udaipur-** Ethnographic fieldwork on local craft and Markets.
- **Selected for Poster Showcase at ICDHS14 IIT Delhi 2025** "Counter-cultural approaches to resisting brands linked to the Ukraine conflict"

AWARDS and ACHIEVEMENTS

- Selected to exhibit a color blindness information design project at **Curiosity Carnival 2025, hosted by IIT Gandhinagar.**
- **UI/UX Design Internship | Indian Institute of Technology (IIT) Delhi - Divine Lab:** Gained brief, intensive insight into academic research methodologies and structured project planning at a premier institution (1 week).
- Received award for leading the **Student Union as Technical Head** at JDMC, Delhi University.

SCHOLARSHIP

Received **Dr. Sharda Jain Scholarship** for excellence in academics and extracurricular in college.

EXTRACURRICULAR ACTIVITIES

- **Placement Coordinator** at DAIICT for M.Des 2024-26, managing placement activities and industry outreach.
- **Technical Head** at JDMC College Union (2022-23), leading the event tech team and digital setups.
- **Media Head** of KALAKRITI Art Club, designed and published the club's first newsletter (2023).
- **Class Representative** and Media Head of the Sociology Department, JDMC (2022-23).
- Founder of a small business making academic projects and handmade models.
- Volunteer at **UMEED -A Drop of Hope NGO**, supporting education and social outreach efforts.
- Participated in **National-level psychology quiz**
- Earned **NCC 'A' Certificate**

COURSES

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| • Figma and Adobe XD | Udemy |
| • UI/UX Basics | Great Learning Academy |
| • Bystander Intervention Program | University of Munster, Germany |
| RISE | Canva |
| • Canva Design Bootcamp | |