

HELLO!

I am a strategically-driven designer: I combine strategic thinking with emotive design to bring brands to life.

Masters in Branding

School of Visual Arts, NY

2012-13



Strategic Thinking

Post Graduate studies in Graphic Design

Portfolio Center, Atlanta

2008-09



Designing with empathy

B.A. in Economics

Fergusson College, India

2005-08



Understanding behaviour

EXPERTISE

BRAND STRATEGY

Research

Uncovering insights, Brand audits, Competition audits.

Opportunity mapping

User experience journey, white space identification, competitive positioning.

Brand strategy

Brand positioning, architecture, key messaging, brand & creative briefs.

DESIGN

Identity design

Logo, visual language, collateral design

Web & application design

Information architecture, content strategy, usability testing, visual design.

Spatial graphic design

Visual language application, wayfinding, signage, messaging.

Packaging design

Architecture, audits, design, messaging

Information design

Data visualization, iconography

EXPERIENCE

DESIGN & BRAND CONSULTANT

Boteco CASUAL DINING 2016

Brand experience creation for the first Brazilian restaurant in India - strategy, design, in-house collateral, interiors.

2U Inc EDUCATION TECH 2016

Designed 20+ information graphics for US universities; Consultant since 2013.

Riky TRANSPORTATION 2016

Positioning & identity for the first smart-tab installed in Rickshaws in India.

Tapestry FINE DINING 2016

Positioning & identity for NYC restaurant influencing interiors, inhouse collateral.

WonkWall MARKETPLACE APP 2015

CDO & Co-founder - Brand positioning, UX & UI, identity and marketing.

Dash! Transit NYC TRANSIT APP 2015

UX, UI and visual redesign + marketing collateral for app used by 10,000+ users.

Consulted at NY agencies: 2014

Sterling Brands - Fruit of the Loom
Viking Lab - Phreesia health
Geometry Global - Heineken
Velvet Nation - Radeberger beer
Storebound - Housewares innovation

SPECIAL PROJECTS

MoMA MUSEUM 2012

Lead identity designer for MoMA's Destination:NYC; designed MoMA store window display & brand assets.

United States Postal Service 2013

Thesis project; rebranding.

FULL-TIME

Lemon Design AGENCY 2009-2012

Senior graphic designer

Project & team leadership

Roles: art direction, resource management, production and timeline management for design teams.

Client management

Responsible for pitch, concept presentations, project communication & design delivery.

Work experience

Brand strategy, identity design, annual report & editorial design, packaging, environmental graphic design; working with cross disciplinary design teams.

Industries

Alcohol, Biopharma, Food & Beverage
Education, Engineering, Real Estate.

AWARDS

Paula Rhodes Award for Exceptional Achievement in MPS Branding 2013

AIGA SEED Award for Best Student in Mapping & Information design 2009

COURSES

User Experience Design 2015
Brainstation, Toronto

FEATURED IN

Brand New & Graphic Design USA 2013
for MoMA

Formes de Luxe - French Luxury Magazine for wine packaging 2012

SOFTWARES

Illustrator, Indesign, Photoshop, Sketch, Keynote

TEACHING EXPERIENCE

School of Visual Arts 2014
Project for M&M Mars, T.A. for Debbie Millman

MY PASSIONS

Personal project : DIY handbag platform
Personal project: Brandopedia: visual dictionary
Typographic exploration, Photography, Tiger safaris