

## CONTACT

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## I SPEAK

English, Hindi, Gujarati, Tamil

## EXPERIENCE

### **I-AM (Mumbai, India) // Design Intern - Brand Strategy & Experience** **July 2016 - Dec 2016**

Worked closely with the London Team for the visual identity, environment branding and experience of a fast casual restaurant to be launched in Saudi Arabia.

Brand Application, visual design and environment branding for Adidas India's first experience centre to be launched in Mohali and Chennai.

Visual Identity for Mumbai based health food catering brand - Jiyo Natural

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### **Awchat & Olsen Design (Mumbai, India) // Communication Design Intern** **June - August 2015**

Strategy and branding for a startup called Indygenius, an online portal for Indian artisans.

Publication Design for a cluster redevelopment project called One Avighna Park based in Mumbai, India.

Identity design and collaterals for CeBIT India, Deutsche Messe AG.

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### **LokusDesign (Pune, India) // Live Project Collaboration** **September - November 2015**

Strategy + Identity + Visual Design for the Lokus Design Portfolio Review.

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### **B&V Design Pvt. Ltd. // Communication Design Intern** **June - July 2014**

Identity pitch for construction company named Dakshaa.

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## Freelance

Redesigning the packaging for Bodyshine Organics, a company developing organic bodycare products.

Strategy + Identity + Visual Design for an upcoming fashion brand.

## EDUCATION

MIT Institute Of Design (Communication Design)  
Ahmedabad International School (High School, Science)  
Udgam School, Ahmedabad (Middle School)

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## SCOPE OF WORK

Identity, Strategy, Branding, Digital Design, Packaging, Campaign, Wayfinding, Copywriting, Information Architecture, Human-Centred Design, User Experience, Social Innovation, Photography, Print, Retouching, Advertising, System Design

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## TOOLS KNOWN

**Adobe** : Illustrator, Indesign, Photoshop, Lightroom, Flash, Premiere Pro, After Effects  
**Others** : Sketch, InVision, Basic HTML & CSS, Nikon, Canon, Wacom, MS Office

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## ACHIEVEMENTS

### **Behance Portfolio Review**

Selected as one of the 15 finalists at the Behance Portfolio Review held in Mumbai, India.

### **Behance Student Show Served & Behance Graphic Design Served (Herbesoul - DIY Kit)**

Student Show and Graphic Design Served feature top work from people across the world in their respective categories. The Served curation team chooses projects that move creativity forward in their respective industries. It is led by Oscar Ramos Orozco who is a New York based designer, philosopher and trumpet player.

### **The Dieline and Packaging Of The World**

Herbesoul has been featured on the two most visited Packaging Design Websites in the world.

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## INTERESTS

My interests are many and varied. I like reading, especially articles that describe innovations of all sorts, or those that show how ordinary life is really quite extraordinary below the surface. I love watching cinema - both mainstream and art cinema ; I look out for arresting imagery and the effect created by the combination of ideas, images, dialogues & music. I've recently discovered that I enjoy the creativity involved in preparing food, discovering recipes as well as the art involved in presenting food. I'm a keen footballer and a big Manchester United fan.