

EDUCATION

University of the Arts London, London College of Communication

MA Graphic Branding and Identity

2023 - Present

Indian Institute of Technology, Guwahati (IITG)

Bachelors of Design

2018 - 2022

ABOUT ME

I'm a multidisciplinary designer based in London, with a passion for creating experiences. My expertise lies in branding, graphic design and design research.

EXTRA CURRICULARS

Joint Secretary, Whitespace Design Club, IIT Guwahati

- Founding member of club
- Responsibilities included event planning, project management (Government e-marketing portal redesign and NIPER Guwahati website redesign), coordinating events with other clubs and managing over 200 interested members
- Headed a team while designing the Student Gymkhana Technical Board magazine

Collaborative Video Making Program

- Participated in a 5-month long collaborative video making program between IITG, UKM (Malaysia), & Gifu University (Japan)

Animation Workshop

- Attended a 5-day workshop at NID, India

EXPERIENCE

User Experience Designer- Flipkart

Jul 2022- Aug 2023

- Reworked pages through design changes to increase app outreach during its biggest sale period.
- Implemented revamps of seasonal stores in the app to optimise customer satisfaction.
- Formulated complete overhaul and redesigning of several pages after assessing data in the app ecosystem

Graphic Design Intern - Flipkart

Jun 2021 - Aug 2021

- Created UI design language system. Focused on replicability & uniformity across category landing pages of application.

Animation Intern - Vaanarsena Studios

Apr 2020 - Jun 2020

- Worked on story-boarding & pre-production stages.
- Learnt anatomy & animation along with storytelling.

SELECTED PROJECTS

UNESCO Ocean Decade Campaign

- Collaborated with **UNESCO as a live client** for the rebranding initiative of the Ocean Decade campaign, resulting in a **winning solution selected for implementation by UNESCO**.
- Played a key role in conceptualising and executing strategies to reinvigorate the campaign's image, fostering greater public interest in the ocean's significance in daily life.

Nibbles: Durex's D&AD Brief

- Crafted a compelling campaign concept for Durex's D&AD competition, addressing sexual barriers and promoting open dialogues between partners on sensitive topics.
- Demonstrated **strategic branding** and design acumen in developing the campaign, **emphasizing effective communication and innovative storytelling techniques**.

Online Education System Design

- Conducted design analysis & evaluation on the current system of online education in the context of IIT Guwahati by stakeholder interviews, mind-mapping & SWOT analysis
- Defined needs & translated them to requirements.
- Made wireframes and screens by redesigning according to insights.

Nexus, A Management Conference, IITG

- Spearheaded branding efforts for the new management conference, Nexus (under Techniche, IITG), encompassing logo creation and development of a cohesive visual language.
- Designed impactful posters and merchandise to promote the conference, employing strategic visual communication techniques to enhance brand recognition and engagement.