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SUMMARY

Ideator, Generative AI enthusiast, passionate and experienced visual communication designer with a strong industry and academic background. Committed to and working towards using my skills to make a positive impact. A dedicated mentor and educator, and enjoy helping students to develop their skills and careers.

- Academic mentor with a proven track record of success in teaching and advising students.
- Passionate about using visual communication to create meaningful experiences
- Core experience in sculpting brand identity, persuasive presentation
- Certified Design Thinking Professional from IDEO
- Devising content-driven USER-APPROPRIATE design strategy
- Wide sectoral experience from Publication Design (Management Magazine, Teaching-Learning Material, Children Publication), Branding (Corporate, Pharma), Corporate Communications, Environmental Graphics Design, Exhibition Design

EXPERIENCE

- **Assistant Professor, Communication Design**
Avantika University
Jul 2019 - Present

Academics:

Dedicated Academic mentor and educator with a proven track record of success in teaching, advising and helping students to develop their skills and careers.

- Conducting courses in Information Visualisation, Publication Design, Printing Techniques, Environmental Graphics Design and Wayfinding, Exhibition Design, Packaging Design, Branding and Identity Design at the undergraduate level and graduate level for 4 years.
- Developed and delivered engaging and interactive learning experiences that challenged students to think creatively and critically
- Mentored students in their capstone projects, helping them to develop their own unique visual voices.
- Running a Birding and Stargazing Club and organise engaging activities

Research:

- Conducted research on City Specific Identity Development. Proposed solution is being discussed with the local government body
 - <https://marathi-graphic-design.blogspot.com/> is a blog that compiles, analyses and documents 100+ years of graphic design in Marathi
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Product Development:

- Developed pre-primary educational learning kit (Fun Learning with Alphabet Stamps) which was appreciated in many schools. Willing to collaborate to take it to market.

▪ **Manager, Communications, Art Director**

Schoolnet (IL&FS Education)

Apr 2017 - Jul 2019

- Achieved Visual Transformation of the brand 'IL&FS Education Group'; unified messaging across media: websites, pursuit presentations, sales and marketing communications, impact stories, program promotions and business communication
- Contributed towards retaining and regaining partnerships and building new ones in CSR and other businesses [government as well as private], implying smart strategies.
- Building innovative design strategies to strengthen bond with partners and project beneficiaries Crafted Visual Expression of Brand Ethos for the IL&FS Group.

▪ **Manager, Branding**

Learnet Skills Limited (IL&FS Skills)

Jul 2015 - Mar 2017

- Designed, Implemented and installed unified branding across 200+ Skills Training Institutes across India, building progressive trainee experiences, studying demographic dynamics and ethnic preferences.
- Helped achieve operational efficiencies with help of Design Thinking to tackle many challenges such as attrition, absenteeism and lack of motivation among trainees. Proposed innovative Vehicle Designs for Mobilisation of people.
- Built a strong nationwide network of regional printers, exhibitors, fabricators achieving cost efficiency.

▪ **Design Lead**

SchoolNet (IL&FS Education)

Aug 2012 - Jun 2015

- Enabled sales & marketing teams by conceptualising and designing focused pursuit presentations, events, exhibitions, corporate/product docketts
- Crafted elaborate corporate brand guide and rigorously streamlined it across the organization

▪ **Creative Head, Design Center**

SchoolNet

Sep 2006 - Jul 2012

- Crafted Learning Design strategy and created engaging resources such as Handbooks, Game books, Posters, Quizzes and competitions for various government sponsored projects like Kasturba Gandhi Balika Vidyalaya (KGBV), Rajiv Gandhi Mahila Vikas Pariyojana

- Designed resources and engaging spaces for corporate training programs for ICICI Bank, Axis Bank
- Designed illustrated educational story books for various publishers such as Unicef, Pratham, Rupa & Co.
- **Design Head and Content Coordinator**
Birla Shloka Edutech Ltd.
Jul 2005 - Sep 2006
 - Collaborated extensively with illustrators and renowned children book authors, creating large-selling children books (children encyclopedia, puzzles, story, shape books etc)
- **Assistant Editor, Designer and Illustrator**
The Smart Manager
Sep 2003 - Apr 2005
 - Collaborated with contributors, marketing and production teams.
 - Contributed through widely appreciated Editorial Illustrations. Won an International Award "Designer of the Year" from Aquent.com, for an editorial illustration.

EDUCATION

- **Avantika University**
Master's Degree, Communication Design
Jul 2022 - Jun 2024
- University of Mumbai
Bachelor of Arts (BA), Economics
2000 - 2003

LICENSES & CERTIFICATIONS

- Insights for Innovation, **Certification in Design Thinking** from IDEO U Ideas to Action - NovoEd
- Future-Proof Your Teaching Skills - Learning Series - Harappa
- Faculty Development Program on Data Analysis Using Excel - Indian Institute of Technology, Kanpur
- How to Organize Your Time and Your Life - LinkedIn
- Growth school - Generative AI
- Indian Institute of Technology, Bombay, 2012
Certificate Programme, Human Computer Interaction (HCI) Design

SKILLS

- Product Design
- Design Research
- Strategic Planning
- Corporate Branding
- Team Management
- Corporate Communications
- Storyboarding
- Branding & Identity
- User Interface Design
- User Experience Design

INTERESTS & HOBBIES

- Reading
- Writing (for children)
- Playing Mrudang (North Indian Percussion)
- Travelling