

EXPERIENCE

Coinbase | Product Design Intern

Jun 2022 — Aug 2022, Remote, US

- Implemented Coinbase Wallet's new color strategy into product via theme colors and QR codes to make the app experience more accessible and cohesive.
- Collaborated with cross-functional partners to improve onboarding experience for Coinbase Wallet's new and existing users.
- Improved Coinbase Wallet's browser usability for power users by introducing bookmarks in grid view along with options to edit, rearrange and delete specific bookmarks.

Seleqt | Founder & Creative Director

Aug 2018 — Sep 2021, Pune, India

- Rebranded New Zealand-based Onlydomains; a \$35 million internet company offering domain names and hosting to 300,000+ global customers.
- Recruited and led a team of 3 to rebrand a merger between Moniker and Internetbs; CentralNic's domain-investor brands offering 1000+ TLDs.
- Collaborated with Division of Labor's California team on kinetic typography projects for brands like Colnago, 15Five, and Rochester Medical Group.

Bravo | Graphic Designer

Jan 2019 — Feb 2020, Singapore

- Optimized the user journey of existing and new users for PacificLight; Singapore's leading electricity retailer.
- Designed company-wide brand identity systems and presentation decks for technology clients in Hong Kong.
- Rebranded Singapore's top-ranked Alt Pizza; designed a responsive website, a comprehensive brand guide, restaurant menus, digital screens and flyers.

Radix | Visual Designer

May 2016 — April 2017, Mumbai, India

- Selected as the lead designer out of 4 candidates to design the brand identity and visual language for .fun TLD and F3; an online web design competition.
- Created booth backdrops, flyers, business cards, brochures, website landing pages, digital ad campaigns and t-shirts for events across Europe and USA; SXSW, TechCrunch Disrupt and NamesCon.

EDUCATION

Savannah College of Art & Design

M.A. Graphic Design & Visual Experience

Sep 2021 — Mar 2023

Symbiosis Institute of Design

B.Des Communication Design

Jun 2012 — Apr 2016

SKILLS

Design

Visual Design • Brand Design • Product Design
Motion Design • Storytelling • Art Direction
Kinetic Typography • Design Research • Color Theory • UI Design • Accessibility • Design Audit • Design Systems • Competitor Study
Brand Identity • Brand Strategy • Brand Story
Brand Guide • Design Thinking • Storyboarding
Augmented Reality • Presentation Design

Software

Figma • Adobe XD • Adobe Illustrator • Adobe Photoshop • Adobe After Effects • Adobe InDesign • Adobe Aero • Artivive • Google Slides • Apple Keynote • Adobe Creative Suite

RECOGNITION

Shoutout Atlanta (2023)

Interview — Risk Taking, Career & Design

We and the Color (2022)

Principles of Design — AR Posters

Under Consideration (2021)

Logo & Identity — OnlyDomains

Creative Boom (2020)

New Rules of Work — Pandemic Edition

Behance (2019)

Featured — Branding & Illustrator Gallery

The Inspiration Grid (2017)

Landscape Mirrors — Photo Manipulations

Fast Company (2015)

Around the World — Visual Alphabet