

Visual & Interaction Designer materialising the intangible, visualising the imaginable. Specialising in branding, interactive storytelling, and brand activations, I craft immersive narratives that captivate audiences and bring ideas to life. With a meticulous eye for detail and an adventurous approach to design, I push creative boundaries to shape meaningful brand experiences that leave a lasting impact.

EXPERIENCE

Visitor Experience Assistant, Southbank Centre

London — Feb 2025 - present

- Assisted in audience engagement and marketing by conveying event information, reinforcing messaging, and strengthening brand perception.
- Managed high-footfall exhibition spaces, facilitating visitor flow, safety, and compliance with gallery codes of conduct.

Graphics and Wayfinding Designer, UAL

London — March 2024 - Aug 2024

- Spearheaded the identity and brand design for the 'Trans in the City Ambassador' program.
- Established a cohesive visual language for all marketing materials, strengthening brand visibility and boosting student recruitment by 2x.
- Identified pain points and derived a minimal wayfinding system for the Grad Show, reducing attendee inquiries by 70% and improving navigation.
- Strategically optimized print sourcing with eco-friendly materials, cutting costs by 50% while maintaining high quality through efficient logistics.
- Streamlined signage layouts and colour schemes, ensuring consistency with the university brand guide.

Communication Designer, Studio Oases LLP

Gujarat — Jan 2021 - Aug 2023

- Led nine multidisciplinary projects from concept to completion, creating branding, packaging, digital, and spatial graphics that met deadlines and project goals.
- Contributed to a 2x surge in client acquisition, resulting in a 25% boost in profitability, and the expansion of the team from 3 to 8 members.
- On-boarded & trained 6 interns, equipping them with skills to contribute meaningfully to the company.
- Refreshed identity, packaging, and in-store graphics for a luxury furnishing brand 'Portico', expanding market reach by 30% with increased retail locations.
- Contributed to two large-scale museum projects by designing a multilingual brand system and motion graphics, creating an inclusive and engaging visitor experience.
- Curated compelling presentations to keep clients informed about project developments, ensuring clear expectations and a smooth workflow.
- Researched and introduced AI tools like GPT-4, DALL-E 3, Firefly, Notion, and Evernote into the studio workflow to enhance overall team efficiency.
- Developed the studio website with WordPress, customising dynamic interactions with HTML - CSS to showcase and attract new clients.

Freelance Brand Designer and Strategist

Remote/Hybrid — 2019 - present

- Directed branding and packaging design for 12+ products for 'All Sow Great', using strategic competitor research, driving a 30% sales increase and solidifying its presence in the organic food market.
- Crafted a minimalist identity, visual language, and social media collateral for a luxury clothing brand, resulting in increased annual sales through e-commerce channels.
- Designed an engaging exhibition and merchandise booth for 'Vida Boa', a Brazilian bread brand, using cultural elements and a selfie stand to establish a unique presence and secure funding for the launch.

Design Intern, Typecraft Initiative, Ishan Khosla Design

Delhi — July 2020 - Oct 2020

- Designed website graphics and 20+ custom icons for two B2C brands, increasing traction by 8%, enhancing brand awareness, and driving higher click-through rates.
- Collaborated to create high-quality display font 'Barmer' using typographic principles, now a bestselling font available online.

SKILLS

Branding & Identity
Typography & Type Design
Experiential Design & Brand Activations
Visual Storytelling
2D Motion Graphics
Environmental & Spatial Branding
Multi-Sensory Storytelling
Exhibition & Retail Design
Motion Graphics & 3D Visualization
Collaboration
Cross-Disciplinary Teamwork
Prototyping & Experimentation
Brand and Interactive experience
Wayfinding Systems
Strategic & Conceptual Thinking
Storyboarding & Concept Development
Touch designer
Adobe Creative Suite
Microsoft Office
Figma
HTML/CSS
Blender

ACHIEVEMENTS

Gold Medalist – B.Des, 2021

Winner Illustration & Typography
D'Source Design Challenge, 2020

2nd Place – 'Equal Opportunities', Short-Film Competition, 2018

LEADERSHIP & COLLABORATION

Student Ambassador, UAL, 2023-24

Board of Studies Member, Nirma University, 2021- present

Head of Branding, REDO Festival, 2018-19
Led a team of 12 members

EDUCATION

Interaction Design, MA

University of Arts London, LCC —
Sept 2023 - Dec 2024
Grade A | Distinction

Communication Design, B.Des

Nirma University — July 2017 - June 2021
First-class honours