

Education

Parsons School of Design | New York
(The New School)
2024 - 2025
Masters of Professional Studies
Communication Design

National Institute of Design | Ahmedabad, India
2016 - 2021
Bachelor of Design
Visual Communications - Exhibition Design

Royal Academy of Art | The Hague, Netherlands
Aug 2018 – Jan 2019
Exchange semester
Interactive/Media/Design

Bishop Cotton Boys' School | Bangalore, India
2014 – 2016
Indian School Certificate
History, Political Science, Sociology

Recognitions

VIDA - Hero MotoCorp Ltd.

- August 2023
Professional recognition - Boundless innovator:
1. Awarded for the development of an HMI concept with minimal monetary investment and for contributing in the conception of the 'young innovators' program, inspiring school students to think about the future of the transportation industry.

Professional recognition - Exceptional Collaborator:
Presented for contribution towards an event identity design at Hero MotoCorp.

Tanishq - Titan Company Limited

- October 2022
Professional recognition - 'Moment of fame'.
For the conceptualization of the 'Chozha' collection for Tanishq.

Softwares

Figma
Illustrator
InDesign
Photoshop
SketchUp

Languages

English (Fluent)
Hindi (Fluent)
Gujarati (Native)

Professional Experience

VIDA - Hero MotoCorp Ltd. | Bangalore, India
November 2022 - June 2024
Communication Designer

- Developed a design language for VIDA's digital assets such as the Customer application, website and upcoming HMIs
- Led the updated customer application design process
- Led the EV charging infrastructure application design process
- Developed the initial product concept for the next generation vehicle dashboard
- Developed a HMI design system for an upcoming kids' bike
- Led the VIDA pavilion design process, showcased at EICMA 2023 in Milan

Tanishq - Titan Company Ltd. | Bangalore, India
March 2022 - October 2022
Display Stylist

- Conceptualized, designed and supported production of the 'Chozha' collection's jewelry display, store and façade communication within stores across south India
- Worked on several core collection display designs
- Part of the team responsible for designing staff uniforms for Tanishq's store staff across India and Dubai

Hidesign India Pvt. Ltd. | Pondicherry, India
August 2020 - February 2022
Visual Merchandiser

- Managed the VM across a hundred Hidesign stores across India
- Developed the display guidelines for the brand
- Streamlined processes for order placement through various vendors
- Developed a simple yet comprehensive data collection strategy
- Conducted regular trend analysis and research for the brand
- Coordinated between the marketing, product design and architecture teams to plan upcoming collections, keeping stores up to date
- Monitored the maintenance of all stores through routine audits

Hidesign India Pvt. Ltd. | Pondicherry, India
February 2020 - August 2020
Internship - Graduation Project

- Designed art installations based on the company's core values and narratives, installed at their flagship store in Pondicherry and all upcoming store

Péro | Delhi, India
May 2019 - June 2019
Internship

- Part of the team responsible for the conceptualization and execution of the thematic spatial design during the '10 Years of Péro' celebration.