

Education

OCAD University, Toronto, Canada — Master of Design, Digital Futures, 2022-2024

Pearl Academy, New Delhi, India — Bachelor of Arts, Communication Design, 2016-2020

Experience

Website Designer (Contract) | Visicom Systems LLP Remote | Aug 2025 - Sep 2025

- Designed and developed the company website on Wix Studio, delivering a clean, modern, and professional digital presence aligned with the brand.
- Interpreted client requirements and translated them into structured layouts, clear information hierarchy, and intuitive user journeys.
- Integrated interactive elements, visual components, and micro-interactions to enhance engagement without compromising usability.
- Managed the project end-to-end, from initial concept and wireframing to final deployment on Wix Studio

Visual & Deck Designer (Contract) | Picarro Inc. Toronto | Jul 2024 - Oct 2024

- Collaborated with multiple departments (HR, Marketing, Leadership) to design comprehensive onboarding decks and branded HR materials used to train new employees including the new HR Manager.
- Reduced orientation sessions from 2 days — 1 day, creating a more efficient and engaging onboarding experience.
- Applied principles of visual storytelling, information design, and brand consistency to revamp an existing orientation deck now used by Sales team at Picarro.

UI/UX & Graphic Designer | QeeWee Inc. Remote | Aug 2022 - Jan 2023

- Led UI/UX design for QeeWee's mobile app and website, producing 30+ wireframes and hi-fi prototypes including onboarding flows, payment gateway, and landing pages created on Figma.
- Collaborated closely with the founding team and developers to brainstorm, design, and refine the entire user-flow and wireframes; MVP launched to 250+ downloads with strong usability feedback.
- Established brand guidelines across mobile app, website, and marketing collaterals, ensuring consistency in typography, color, and visual language.
- Simultaneously contributed to the GTM strategy while wireframing the app, creating social media graphics for Instagram, LinkedIn and paid campaigns to support growth initiatives.

Communication Designer | Kwazi Design New Delhi | Apr 2022 - Jul 2022

- Led the redesign of the Kwazi Design studio website, improving engagement with interactive transitions and project showcases increasing average site time per user from 40 seconds to 60 seconds.
- Designed brand identity systems and marketing visuals (logos, presentations, pitch decks) for 5+ client brands.
- In charge of the UX copy writing content and visual identity for particular brands.
- Created social media graphics, print collateral, and packaging assets to strengthen client brand presence.

Academic Research Work

Graduate Studies | Thesis Exhibition (2024)

This thesis project explores the ways in which an immersive experience along with data physicalization techniques can be employed to convey the scale and impact of surveillance in urban spaces. *Reflections Unveiled* engages visitors with visible and invisible surveillance through mirror-based distortion, layering, and spatial interaction.

Awards

OCAD University: 2023

Graduate Studies First Year Award

Skills

Visual Design & Branding: Visual Identity Systems, Typography, Layout Design, Motion Graphics, Creative Storytelling, Information Design, 3D Design

UI/UX Design: User & Design Research, User Persona, Rapid Prototyping, Wireframing, Website Design

Digital & Marketing Design: Social Media Graphics, Digital Banners, Landing Pages, Website Assets

Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD, Dimension), Figma, Wix Studio, Framer, Canva, Miro, p5.js, Arduino, SonicPi, TouchDesigner