

STRATEGIC DESIGN + COMMUNICATION**WWW.BLUPRINT.STUDIO**

I believe in the power of sincere curiosity, care, and play to explore delightful, impactful, evidence-based solutions and experiences, with a strong orientation towards conscious, human-centered design.

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EDUCATION

Strategic Design & Management PARSONS SCHOOL OF DESIGN - NEW YORK, USA 2023
Master of Science | THE NEW SCHOOL [GPA: 3.94]

Design Communication LASALLE COLLEGE OF THE ARTS - SINGAPORE 2017
Bachelor of Arts (Honors) | DEGREE: GOLDSMITHS UNIVERSITY OF LONDON

EXPERIENCE

Design Researcher SOUR STUDIO [Intern] - NY, USA Jul 2022 – Sep 2022

Conducted user research and analyzed insights for leading global beauty brand product packaging to derive actionable, accessible design recommendations for people with upper body dexterity issues/visual impairment. Handled multiple projects and deadlines: optimized content ecosystem map; planned field research expedition; investigated universal metrics in real estate; designed e-journal.

Creative Consultant (Visual + Written) FREELANCE Project Basis

Excelled in people, project, and self-management by working independently with clients to co-create design briefs, negotiate project rates, set and adhere to timelines, adeptly pitch ideas, and incorporate feedback, ensuring a collaborative and satisfying design process. E.g. created brand identity and collaterals (print and digital media assets) for a prestigious luxury leather goods manufacturer in Spain.

Fashion Consultant HUGO BOSS - NEW DELHI, INDIA Dec 2018 – Jan 2019

Contributed to visual merchandising efforts by offering suggestions and maintaining cohesive and aesthetically pleasing displays. Assisted in meeting sales targets and developing relations for repeat business by identifying emerging trends, competitor strategies, and customer preferences and enhancing the experience for a diverse clientele with persuasive communication and recommendations.

Graphic Designer LEMONADE HYPE - NAPLES, FL, USA Feb 2018 – Dec 2021

Designed logos and brand identity concepts, guidelines, and assets alongside founder for 25+ ethically conscious brands in various fields. Contributed to creative decision-making and developed compelling content (including web graphics, print collateral, social media posts, and email newsletters) to drive engagement and build brand awareness by understanding our clients and their clients.

Social Media Manager VEGAN DESIGN ORG - MIAMI, FL, USA Jan 2017 – Dec 2017

Oversaw online presence, community management and content creation across various platforms (Instagram, Pinterest, Facebook, Youtube, Twitter, LinkedIn, and Houzz). Assisted in ghostwriting and publishing a coffee-table book on cruelty-free interior design.

Blogger & Intern Supervisor CACIQUE BOUTIQUE [Intern] - NAPLES, FL, USA Feb 2016 – Nov 2016

Recruited and supervised a team of 8 interns (after being one myself), providing orientation, delegating weekly tasks, and setting performance expectations. Conducted industry research to identify trends for lifestyle/beauty/fashion blog and website copywriting.

SKILLS, INTERESTS & LANGUAGES

- Design thinking, research & strategy
- Data collection, synthesis & visualization
- Design language, systems & branding
- Agile methodology & design sprints
- Team management & collaboration
- Analogous & systems thinking
- Image creation & conceptualizing
- Participatory design & co-creation
- Kaleidoscopic, detail-oriented vision
- Exquisitely attuned to others' feelings
- Mission-driven, 'YES, LET'S' attitude
- Urge to DO & MAKE as fierce as the urge to THINK & ANALYZE
- English & Hindi fluency, Punjabi (Conversant), French (A1 Beginner)

SOFTWARE

FIGMA PHOTOSHOP INDESIGN PREMIER PRO ILLUSTRATOR PROCREATE MIRO MURAL
NO CODE WEB DESIGN (WIX, SQUARESPACE) PHONE APPS & TOOLS MAILCHIMP ADOBE XD CANVA