

Design Researcher and Strategist, passionate about creating inclusive, accessible, and sustainable user experiences. Motivated and results-driven, with experience gained in product design, communication strategy and community-driven design initiatives. Adept at user research, creative problem-solving, and visual design. Utilizing design thinking to craft transformative solutions that prioritize users and foster positive social and behavioral change.

EDUCATION **Parsons School of Design, The New School**, M.S. Strategic Design and Management
New York, USA | May 2025

National Institute of Fashion Technology, B.Des. Fashion and Lifestyle Accessory Design
Bangalore, India | 2022

SKILLS Design Strategy, Service Design, Strategic Communications, Systems Thinking, User Research, Market Research, Qualitative and Quantitative Research, Service Blueprints, Roadmapping, Storytelling, Brand Strategy, UX/UI, Co-design, Workshop Facilitation.

TOOLS Figma, FigJam, Adobe Creative Suite, Miro, Mural, Microsoft 365, Google Suite, Trello, Notion, Slack, Mailchimp, Wordpress, Squarespace, Wix, Autodesk (Fusion 360, AutoCAD), Blender 3D.

EXPERIENCE **United Nations - Executive Office of the Secretary-General**, New York, USA.

Strategic Communications and Design Fellow, August 2025- Ongoing.

- Designed and built web pages to showcase initiative goals, project outcomes, and partner impact stories, strengthening digital presence and communicating results to key audiences.
- Designed standardised reporting templates for **17 crisis data project partners** to track and communicate progress, enabling accurate assessment of risks, budgets, expenditures, and funding requirements.
- Developed a cohesive visual and communications strategy to effectively articulate the initiative's work and impact, growing a LinkedIn following to **5,000 within 4 months**.
- Created daily content across LinkedIn and Bluesky, driving a **65% increase in engagement** and fostering active partner relationships.
- Conceptualized and developed exhibition designs and visual assets to be displayed during the UNGA 2025.

The New School, New York, USA.

Communications and Events Assistant, May 2024 - May 2025.

- Developed media campaigns for **over 30 events** and school-wide initiatives.
- Created data-driven marketing strategies to **enhance event visibility and engagement by 35%**.
- Utilized Mailchimp and analyzed campaign performance to optimize audience reach and attendance.
- **Managed event logistics of over 10 events**, assisting in scheduling, venue coordination, on-site support, and tabling to attract and engage potential attendees.

Immer (*Event Management Company*), New York, USA.

UX/UI Research and Design Intern, June 2024 - August 2024.

- Conducted research and usability testing to uncover pain points in current event organization workflows to **improve platform usability** for event-organizing venues.
- Applied systems thinking to **redesign 15+ UI screens using Figma, enhancing user flow and increasing feature discoverability**, leading to a significant reduction in task completion time.

Go Native LLP (*Sustainable Lifestyle Store and Restaurant*), Bangalore, India.

Brand Strategist and Design Executive, June 2022 - July 2023.

- Organized monthly pop-ups and developed a social media strategy, increasing **online engagement by 30% and foot traffic by 15%**.
- Collaborated cross-functionally to design **over 20+ diverse communication materials** monthly for the retail store, restaurant, website, and social media.
- Designed **product collections and product packaging for 40+ products**. Formed strategic partnerships with **3 key manufacturers**, resulting in improved product quality and lead time.

Kaaro (*Handcrafted Jewelry Brand*), Bangalore, India.

Co-Founder, January 2020

- Developed and executed a sustainability-focused brand strategy, resulting in **increased brand recognition through 10 pop-ups, 5 media features, and 10+ brand collaborations**.
- Conceptualized and **designed 200+ pieces of unique handcrafted jewelry**, and created compelling content for social media platforms, **leading to a 30% increase in online engagement**.
- Managed brand operations, including sourcing, inventory, production, marketing, and logistics, leading to **1,500+ sales PAN India**.

RELEVANT PROJECTS

Rotman Design Challenge 2023, USA.

Runners-up

- Supported qualitative and quantitative research, including **12+ user interviews** and usability testing of **4 prototypes** to improve product decisions for a digital platform enhancing hybrid/remote work environments.
- **Created 4 research-backed personas, 6+ wireframes**, and usability improvements to increase engagement.
- Developed innovative tools and features to drive collaboration, networking, and skill development, creating an inclusive workplace culture that fuels your skill development and **breaks down rigid job descriptions by 15%**.

Housing Works X Parsons School of Design, New York, USA.

Strategic Designer, January 2023 - May 2023

- Led research and **15+ user interviews** to redesign the thrift shopping experience, reimagining the brand experience to attract a global audience and increase engagement.
- Created service blueprints and engagement strategies to expand the customer base, enhance online presence and transform stores into local cultural hubs.
- Proposed innovative solutions for immersive shopping experiences and expanded into **2 new revenue streams**.