

Brand Designer and Strategist with 5+ years of experience creating digital products, design systems, and brand-led experiences across B2C, D2C, sustainable commerce, humanitarian initiatives, and community-driven platforms. Skilled in Figma, UX/UI, prototyping, visual systems, and stakeholder communication, with a strong record of translating complex problems into intuitive, scalable experiences.

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

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

SKILLS Design Strategy, Service Design, Service Blueprints, Strategic Communications, Systems Thinking, User Research, Journey Mapping, Market Research, UX/UI, Wireframing & Prototyping, Visual Identity, Storytelling, Strategic Roadmaps, Brand Strategy, Social Media Strategy.

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

EXPERIENCE **United Nations - Executive Office of the Secretary-General (UN80 Initiative)**, NY, USA.
Digital Communication and Engagement, November 2025- Current.

- Lead digital communications strategy, establishing comprehensive brand identity guidelines and visual design systems across channels (social media, web, reports, presentations, newsletters).
- Grow LinkedIn following from zero to **8,000+ in 6 months and acquire 3,500+ newsletter subscribers** through data-driven content strategy and consistent visual storytelling.

United Nations - Executive Office of the Secretary-General (CRAF'd), NY, USA.
Strategic Communications and Design Fellow, August 2025- February 2026.

- Designed and built web pages to showcase initiative goals, project outcomes, and partner impact stories, strengthening digital presence and communicating results to key audiences.
- Created daily content across LinkedIn and Bluesky, **driving a 65% increase in engagement** and fostering active partner relationships.

Immer (*Event Management Company*), NY, USA.

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

- Conducted usability testing to identify pain points in event organization workflows, then developed and refined design solutions using research insights.
- Redesigned **15+ UI screens** in Figma using systems thinking, improving user flow and feature discoverability while reducing task completion time.

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

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

- Designed experiences connecting conscious consumers with curated sustainable brands, organizing monthly marketplace events that **increased foot traffic by 15% and online engagement by 30%**.

- Created visual identity and communication materials across digital and physical touchpoints (retail, restaurant, website, social media), **designing 20+ diverse assets monthly** while maintaining brand consistency.
- Designed **product collections and product packaging for 40+ products**, forming strategic partnerships with **3 key manufacturers**, resulting in improved product quality and lead time.

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

Co-Founder, January 2020

- Built a sustainable D2C brand from concept to launch, achieving **1,500+ sales** across India by designing the complete customer journey, from brand identity and product experience to seamless purchase flow.
- Conceptualized and designed **200+ pieces of handcrafted jewelry** with focus on slow fashion for young adults, creating eco-friendly packaging from locally sourced natural materials.
- Developed and executed brand strategy, securing **10 pop-ups, 5 media features, and 10+ brand collaborations**.
- Created visual content and social media strategy that drove **30% increase in online engagement**, managing end-to-end operations including sourcing, production, and logistics.