

EXPERIENCE

DESIGN STRATEGIST & VISUALISER

FREELANCE (*Present*)

DESIGN STRATEGIST & VISUALISER

STUDIO 318, HYDERABAD (*Nov 2020 - June 2023*)

- Brand reserach and strategy
- Creative direction and branding
- UX/UI for Web
- Social media

Domains: F&B, fashion, beauty, real estate, tech, education, social sector

GRAPHIC DESIGNER

RADHIKA PITTI STUDIO, HYDERABAD (*Aug 2018 - Feb 2020*)

- Identity design and development
- Digital design and social media management

Domains: F&B, fashion

JUNIOR USER EXPERIENCE DESIGNER

XPERIAN (OGHMA DESIGN) (*Aug 2017 - Aug 2018*)

- Interaction and Interface design
- Branding

EDUCATION

SYMBIOSIS INTERNATIONAL UNIVERSITY, PUNE

2013 - 2017

B. Des in User Experience Design
(Award for Most Innovative Approach)

VIDYARANYA HIGH SCHOOL, HYDERBAD

SKILLS

Brand strategy
Communication strategy
Brand design
Illustration
Naming
Packaging
Typography
Packaging design

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Figma
Webflow