

CEO'S 'Worn Shoe Award' (1/60+) | Awarded ₹2L National Craft Sponsorship | NIFT Top 1% of batch

Degree	Board	Institute	% / CQPI	Remarks	Year
B.Design	NIFT	NIFT New Delhi	89%	A+/A: 59/61 subjects	2022
Class XII	CBSE	Bal Bharati Public School, New Delhi	94%	Rank 5/220	2018
Class X	CBSE	Bal Bharati Public School, New Delhi	10/10	100% Merit Scholarship	2016

ACADEMIC ACHIEVEMENTS & LIVE PROJECTS

Competitive Exams	- Achieved 99.3 %ile overall & 99.99%ile in Decision Making section among 135K+ applicants in XAT'25 - Attained All India Rank 25 among 40K+ candidates in NIFT Entrance GAT & CAT'18 for Bachelors of Design	2025 2018
Academic Awards	Top 0.02 %ile (5/220) for 8 consecutive yrs, earning A-Level Scholastic Proficiency for academic merit 1st/ 60+ school students to receive Times NIE Student of the Year for scholastic & leadership excellence	2018 2017
Craft Innovator Wonder Warli, Ministry of Textiles	1/4000+ chosen for ₹2L national grant to pioneer Warli based ed-toys promoting cultural & early learning - Created 7+ sustainable toys via 500+ parent surveys, 10+ educator interviews & 100+ consumer playtests 35% earnings uplift of 2 tribal artisans via skill-building in 3 co-creation & product innovation workshops Targeted 1K+ households/school via full craft product-to-brand strategy detailed in govt-endorsed report	2022

WORK EXPERIENCE (22 months)

Sr. Visual Designer	Lifetrack Medical Systems	Feb'24-June'25
Global Brand Design & Product GTM	- Directed end-to-end GTM design for RAaS launch (Q4'24) enabling a 30%+ rise in enterprise leads in SEA & US - Created 60+ branded collaterals for 5 global expos; drove 30%+ booth footfall & 18% qualified lead growth - Developed high-stakes investor & BOD decks instrumental in raising \$10M+ capital & aligning key stakeholders - Led brand identity refresh 50+ pgs visual guide 100% visual consistency across Sales, HR & CS in India, SEA & US	
Employer Branding & People UX Design	- Designed onboarding kits & culture collaterals, boosting new hire engagement by 20% & experience recall Branded 6+ flagship employee events (Townhall, FunRun, Year-End Meet), driving 17%+ uplift in participation Standardized HR visual workflows & centralized templates, reducing design turnaround by 30% across teams	
Team Leadership, Content & Process Excellence	- Managed & mentored 2 freelance designers; built agile feedback loops, improving creative output by 35% - Conceptualized 100+ digital assets; grew LinkedIn by 35% (5K+ in 6 months), with 28% open rate & 10% CTR - Set up centralized Digital Asset Mgmt & SOPs across teams; cut repeat task time & asset retrieval delays by 40%	
Graphic Designer	GradRight	Aug'23-Feb'24
Performance Marketing, Brand Design Systems	- Designed 20+ Meta campaigns for university & NBFC partners Boosted CTR by 15% & conversions by 17% - Created A/B-tested, funnel-aligned creatives; improved user engagement & cut CPL by 12% across paid channels - Built 100+ brand assets & reusable templates; cut creative turnaround by 30% & enhanced GTM storytelling	
Event Branding & Execution – ShiftED 2023	- Executed end-to-end visual branding across 50+ collaterals & 15+ customized booths for flagship conclave - Drove 20%+ attendee footfall (2.7K+) & 25%+ lead growth via cohesive, stakeholder-aligned design strategy Liaised with 35+ partners incl. universities, NBFCs & vendors; ensured on-ground setup matched design specs	

POSITIONS OF RESPONSIBILITY

Co-Founder Dhara Society, NIFT Delhi	- Co-founded classical dance society; mentored 15+ dancers via 6+ hr weekly training & team growth - Led 5+ choreographies for 10+ shows incl. college inaugurals Managed ops, costumes & event logistics	2022
Dep. Head Girl, BBPS, Delhi	- Appointed Deputy Head Girl via multi-stage selection; led 50+ member council for 3000+ students - Orchestrated 20+ school events & cultural fests; elevated student engagement & school visibility	2017
President, Interact Club BBPS, Delhi	Headed Interact core team; ran 4 annual drives with 50+ volunteers to support 500+ community people - Won 2 Rotary Club honors for sanitation, hygiene & education drives impacting 1K+ underprivileged	2017

INTERNSHIPS & ACADEMIC PROJECTS

Design-Marketing Intern, ByteDance	- Built 50+ multiformat assets for Telegram Bot; drove 13% Bot Start Rate rise & CTRs >5% via A/B testing - Crafted 30+ viral KOL creatives for 15+ influencers; top reels hit 740K views, boosting 2M+ total reach - Designed 10+ UI flows for Quiz Bot; boosted new user growth 30%+ via UX iteration & gamification	2021
Craft Cluster Bluji (Blue Pottery Revival), NIFT Delhi	Led 8-member team for 3-month A+ project; built digital brand & market linkage for Jaipur artisan - Curated 25+ SKUs, 30+ content pieces, 2 AR filters; grew @blu_ji & promoted GI-tag craft awareness - Launched "Bluji Mela" online; generated ₹25K+ sales in 2 weeks, boosting artisan income by 30%	2020

EXTRA-CURRICULAR ACHIEVEMENTS

National-Level Competition	Strategy & Simulation	National Winner (1st/2836) MICA Impetus 2.0: Won ₹1L in 3-round contest-quiz, simulation & brand case National Winner (1st/1169) IMTheFuture 5.0, IMT Ghz: Won simulation + GTM pitch; built full launch plan 2nd Runner-Up (3st/183) SketchHr, IIM A: Ideated mascot with brand story for national ideation challenge	2020 2021 2021
	Advertising & Creative	Winner (1st/500+) TOI Power of Print: Won for impactful public message newspaper ad on 'Wear a Mask' Most Creative Ad (1st/372) AdEM Up, IIM C: Recognized for standout ad concept in innovation challenge National Winner (1/387) Media Maestros, FMS: Led NIFT branding video; won via quiz+storytelling pitch	2021 2021 2021
	Classical Dance & Fine Arts	- Completed a 6-Yr Bharatnatyam Diploma (Sangeet Prabhakar) with 1st Div – Prayag Sangeet Samiti - Earned a 2-Year Fine Arts Diploma (Chitra Bhushan) with Distinction from Pracheen Kala Kendra Int. Cultural Ambassador at China Summit-15+ countries; Represented India as lead classical dancer	2019 2016 2013