



				'	2025-2
CEO'S	<b>'Worn Shoe Award'</b>	(1/60+)   Awarded ₹2L National Craft Sp	ponsorship   NIF	FT 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
		<b>ACADEMIC ACHIEVEMENTS &amp; LIVE PROJ</b>	JECTS		
	• Achieved 99.3 %ile overall & 99.99%ile in Decision Making section among 135K+ applicants in XAT'25				2025
Competitive Exams	Attained All India	Rank 25 among 40K+ candidates in NIFT Entra	ince GAT & CAT'18	3 for Bachelors of Design	2018
	• Top 0.02 %ile (5/2	220) for 8 consecutive yrs, earning A-Level Scho	olastic Proficiency	for academic merit	2018
Academic Awards	• 1st/ 60+ school st	udents to receive Times NIE Student of the Yea	ar for scholastic &	leadership excellence	201
	• 1/4000+ chosen f	or <b>₹2L national grant</b> to pioneer <b>Warli based e</b>	d-toys promoting	cultural & early learning	
Craft Innovator	<ul> <li>Created 7+ sustainable toys via 500+ parent surveys, 10+ educator interviews &amp; 100+ consumer playtests</li> <li>35% earnings uplift of 2 tribal artisans via skill-building in 3 co-creation &amp; product innovation workshops</li> </ul>				
Wonder Warli,					
Ministry of Textiles	• Targeted 1K+ households/school via full craft product-to-brand strategy detailed in govt-endorsed report				
		WORK EXPERIENCE (22 months)			
Sr. Visual Designer		Lifetrack Medical Systems		Feb'24-J	une'2
	Directed end-to-	end GTM design for RAaS launch (Q4'24) ena	abling a <b>30%+ rise</b>	e in <b>enterprise leads</b> in SE	A & U
<b>Global Brand Design</b>	• Created 60+ branded collaterals for 5 global expos; drove 30%+ booth footfall & 18% qualified lead growth				
& Product GTM	• Developed high-stakes <b>investor &amp; BOD decks</b> instrumental in <b>raising \$10M+</b> capital & aligning key stakehold				
		y refresh 50+ pgs visual guide 100% visual con	•		
Employer Branding	_	rding kits & culture collaterals, boosting new		•	
& People UX Design	_	ship <b>employee events</b> (Townhall, FunRun, Yea	•		
		visual workflows & centralized templates, re		•	
Team Leadership,	_	tored 2 freelance designers; built agile feedb			
Content & Process			=		
Excellence	Set up centralize	d Digital Asset Mgmt & SOPs across teams; c	cut repeat task tir		
Graphic Designer		GradRight	In I I CTD I	Aug'23-Feb	
Performance	_	eta campaigns for university & NBFC partners	-	='	
Marketing, Brand Design Systems		ed, funnel-aligned creatives; improved user er			
Event Branding &		assets & reusable templates; cut creative tu -end visual branding across 50+ collaterals &	·	•	
Execution – ShiftED		ndee footfall (2.7K+) & 25%+ lead growth via		• .	
2023		partners incl. universities, NBFCs & vendors;			
	- Elaisea With 331	POSITIONS OF RESPONSIBILITY	chisarea on grou	ma setap materica acsign	Shec
Co-Founder Dhara	Co-founded class				spec
Society, NIFT Delhi		sical dance society: mentored 15+ dancers vi	ia <b>6+ hr weekly tr</b>	-	
Dep. Head Girl,		sical dance society; mentored 15+ dancers vi	=	raining & team growth	
BBPS, Delhi	Annointed Denut	phies for 10+ shows incl. college inaugurals   M	lanaged ops, cost	raining & team growth umes & event logistics	202
		phies for 10+ shows incl. college inaugurals   M ty Head Girl via multi-stage selection; led 50+	lanaged <b>ops, cost</b> + <b>member</b> counci	raining & team growth umes & event logistics I for 3000+ students	202
President. Interact	Orchestrated 20-	uphies for 10+ shows incl. college inaugurals   M ty Head Girl via multi-stage selection; led 50+ + school events & cultural fests; elevated stu	lanaged <b>ops, cost</b> + <b>member</b> counci ident engagemen	raining & team growth umes & event logistics I for 3000+ students t & school visibility	202
President, Interact Club BBPS, Delhi	Orchestrated 20-     Headed Interact c	uphies for 10+ shows incl. college inaugurals   M ty Head Girl via multi-stage selection; led 50+ + school events & cultural fests; elevated stu- core team; ran 4 annual drives with 50+ volunte	Nanaged ops, cost Hember councident engagemen Hers to support 50	raining & team growth umes & event logistics I for 3000+ students t & school visibility 00+ community people	202
President, Interact Club BBPS, Delhi	Orchestrated 20-     Headed Interact c	uphies for 10+ shows incl. college inaugurals   M ty Head Girl via multi-stage selection; led 50+ + school events & cultural fests; elevated stu	flanaged ops, cost + member councing dent engagemen eers to support 50 frives impacting 18	raining & team growth umes & event logistics I for 3000+ students t & school visibility 00+ community people	202
	<ul> <li>Orchestrated 204</li> <li>Headed Interact c</li> <li>Won 2 Rotary Clu</li> </ul>	phies for 10+ shows incl. college inaugurals   M ty Head Girl via multi-stage selection; led 50+ + school events & cultural fests; elevated stu- core team; ran 4 annual drives with 50+ volunters to honors for sanitation, hygiene & education de	Managed ops, cost + member counci- ident engagemen eers to support 50 drives impacting 14	raining & team growth umes & event logistics I for 3000+ students It & school visibility 00+ community people K+ underprivileged	202
Club BBPS, Delhi	<ul> <li>Orchestrated 20-</li> <li>Headed Interact c</li> <li>Won 2 Rotary Clu</li> <li>Built 50+ multifor</li> </ul>	ty Head Girl via multi-stage selection; led 50+ + school events & cultural fests; elevated stu- core team; ran 4 annual drives with 50+ volunte th honors for sanitation, hygiene & education de INTERNSHIPS & ACADEMIC PROJECT	Anaged ops, costs Hember councident engagemen Hers to support 50 Herives impacting 1HTS Herstraft Rate rise & CT	raining & team growth umes & event logistics I for 3000+ students t & school visibility 00+ community people K+ underprivileged IRs >5% via A/B testing	202
Club BBPS, Delhi  Design-Marketing	<ul> <li>Orchestrated 20-</li> <li>Headed Interact c</li> <li>Won 2 Rotary Clu</li> <li>Built 50+ multifor</li> <li>Crafted 30+ viral</li> </ul>	ty Head Girl via multi-stage selection; led 50+ + school events & cultural fests; elevated stu- core team; ran 4 annual drives with 50+ volunte b honors for sanitation, hygiene & education de INTERNSHIPS & ACADEMIC PROJECT rmat assets for Telegram Bot; drove 13% Bot St	Hanaged ops, cost Hember counci- Ident engagemen eers to support 50 Irives impacting 18 TS Eart Rate rise & CT it 740K views, book	raining & team growth umes & event logistics If for 3000+ students t & school visibility 00+ community people K+ underprivileged Rs >5% via A/B testing osting 2M+ total reach	202 201 201
Club BBPS, Delhi  Design-Marketing Intern, ByteDance	<ul> <li>Orchestrated 204</li> <li>Headed Interact c</li> <li>Won 2 Rotary Clu</li> <li>Built 50+ multifor</li> <li>Crafted 30+ viral</li> <li>Designed 10+ Ul f</li> </ul>	ty Head Girl via multi-stage selection; led 50+ + school events & cultural fests; elevated stu- core team; ran 4 annual drives with 50+ volunte to honors for sanitation, hygiene & education do INTERNSHIPS & ACADEMIC PROJECT mat assets for Telegram Bot; drove 13% Bot Sta	Hanaged ops, costs Hember council Hender engagemen Hers to support 50 Hrives impacting 1H TS Hart Rate rise & CT Hit 740K views, boo 30%+ via UX itera	raining & team growth umes & event logistics I for 3000+ students It & school visibility 00+ community people K+ underprivileged Rs >5% via A/B testing posting 2M+ total reach tion & gamification	202
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