

EDUCATION

BRUNEL UNIVERSITY

London, UK

School of Design

Master of Arts in Design Strategy & Innovation, September 2019, Merit

Concentrations: Brand Strategy, Design Research, Strategic Brand Management, Design Innovation

Dissertation: Improving the wayfinding experience for passengers travelling through Heathrow T5

BD SOMANI COLLEGE OF ARTS & FASHION TECHNOLOGY

Mumbai, IN

Bachelor of Science in Multimedia & Animation, October 2017, First division

Concentrations: Web design, Print design, Typography, Illustration

BD SOMANI COLLEGE OF ARTS & FASHION TECHNOLOGY

Mumbai, IN

Pearson BTEC Higher National Diploma in Art & Design, UK, October 2017, Merit

Concentrations: Project Design, Business Practice in Art & Design, Visual Communication

HR COLLEGE OF COMMERCE & ECONOMICS

Mumbai, IN

Bachelor of Commerce, April 2017, GPA: 3.6

Major: Business Management

EXPERIENCE

upGrad (South Asia's largest edtech company, recognized for its collaborations with top global universities and its impact on career upskilling)

Mumbai, IN

Junior Manager (November 2022 - March 2024) | Manager (April 2024 - Aug 2024)

- Led and mentored a 5-member team that curated the content strategy for 200+ courses and email campaigns
- Spearheaded website UI/UX redesign, improving navigation and visual appeal, resulting in a 20% increase in user engagement
- Developed free courses in Data Science, Digital Marketing, Machine Learning, and Tech that engaged over 10 million learners
- Received the only fast track promotion in November 2022 out of a team of 650
- Led the optimization of auto-generated and manually triggered email campaigns, enhancing communication and retention by 43%

Associate (September 2020 - November 2022)

- Revamped course layouts and multimedia elements, driving 50% year-over-year increase in learner enrollments within the consumer segment
- Launched the mobile app for the domestic & international markets in 2020 which resulted in a ~60% conversion spike over the previous quarter
- Created foundational frameworks for 80+ courses across 7 international markets on all platforms which accounted for 20% of all profits

Gaining US work Authorization (August - December 2024)

OTHER FREELANCE PROJECTS

- Mogard: Designed high-impact packaging for a sanitizer company, contributing to a 21% increase in sales (April - August 2020)
- 18 Carat House: Created professional product visuals for a jewelry brand, leading to a 15% rise in online sales (June - November 2018)
- Smoking Dog Entertainment: Executed social media ad campaigns, market research, and brand-building strategies leading to increased client acquisition (January - August 2018)
- Auravedic: Improved online sales and brand visibility through compelling product photography for an ayurvedic brand (August 2020 - May 2023)

ADDITIONAL

- Technical skills: Adobe Photoshop, Illustrator, Premier Pro, Agile Project Management, MS Office
- Personal interests: Photography & visual design
- At upGrad: Received a **5/5 star rating** for **4 years**, reflecting strong performance and contributions