

Work Experience

Srishti Manipal Institute, Bengaluru

- **Academic Co-ordinator (Year 3, Visual Communication)**

June 2026 - Ongoing

- **Assistant Professor (Senior Scale)**

April 2024 - Ongoing

- **Teaching Faculty (Visual Communication)**

September 2020 - March 2024

- Appointed Academic Coordinator and Course Leader for the Year 3 Visual Communication program.
- Designed and delivered 8+ courses across typography, branding, publication design, and information visualization.
- Evaluated 200+ student projects as examiner across undergraduate and postgraduate design juries.
- Led *Imaginatorium*, an experimental atelier exploring conceptual architecture.
- Mentored students as Academic Advisor, supporting academic planning and portfolio development.

UnitedWorld Institute of Design, Gandhinagar

Lecturer

March 2019 - June 2020

- Designed and delivered courses in typography, branding, visual design, and communication design.
- Mentored 15+ capstone projects as faculty guide.
- Served as examiner on design juries and evaluated entrance and internal examination papers.
- Led a series of design thinking workshops across multiple Indian cities for students and professionals.

Trimble LLC, Pune

Brand Designer

December 2017 - July 2018

- Designed the visual identity and brand of IoT-based software for integrated construction tools under 'Intelligent Construction Tools', a joint venture between Trimble and Hilti.
- Lead designer on brand strategy, visual identity design, print collaterals and visual identity guidelines.

Freelance & Design Projects

Renevik Solar, Rajkot/ Goa

Lead Brand Designer

November 2024 - March 2025

- Redesigned the brand identity for Renevik, one of India's fast-growing solar energy companies.
- Led and conducted design research on India's solar landscape — covering consumer patterns, competitor scope, pricing strategies, and market and brand positioning.
- Lead designer of brand guideline book, brochures, reports, posters, newspaper ads and customer starter kit.

Freelance &
Design Projects

The Nudge Institute & Ministry of Rural Development, India (Remote)

Publication Design Consultant

July 2024 - September 2024

- Led the design and production of coffee table book titled “From Margins to The Centre”, a government portfolio on the State Rural Livelihood Missions covering all Indian states.

United Nations Special Envoy for Road Safety, Geneva (Remote)

Graphic Design Consultant

March 2023 - October 2023

- Designed event and publication materials for a multicultural team, ensuring compliance with UN branding guidelines and international communication standards.
- Delivered 20+ major design assignments including reports, and information visualisation within 5 months, translating complex content into clear, accessible visual communication in order

TypeShayar

Co-Lead

October 2025 - Ongoing

- Co-lead TypeShayar, an international festival of letterforms, typography, and poetry featuring renowned designers, educators, and poets from around the world.
- Directed the festival’s branding, website, social media, speaker coordination, event operations, and served as emcee, overseeing end-to-end execution.

About

Graphic Designer and Architect with 7+ years of experience across branding, editorial design and typography, publication design, having worked with international organizations including the UN Special Envoy for Road Safety in Geneva, developing reports, publications, event identities, and communication materials for global, multicultural, and multilingual audiences. Currently serves as Academic Co-ordinator and Assistant Professor (Senior Scale) at Srishti Manipal Institute of Art, Design & Technology, Bengaluru.

Education

- M.Des/ National Institute of Design, Ahmedabad
July 2015 - January 2019
- B.Arch/ Faculty of Architecture UPTU, Lucknow
July 2010 - June 2015

Skills

- Design
 - Adobe Creative Suite
 - Editorial & Publication Layout
 - Branding & Events
 - Typography & InfoViz
- Professional
 - Systems Thinking
 - Deadline Management
 - Multilingual Design Adaptation
 - Cross-cultural Collaboration