

Education

Design for Social Innovation

MFA School of Visual Arts
2019 - 2021

Communication Design

Diploma, Indian School of
Design and Innovation, Parsons
2015- 2018

Sociology

BA, University of Mumbai
2016 - 2018

Thesis

Side by Side

Day One | Present

How might we enable survivors of sexual violence to build strong supportive relationships with themselves and others in order to facilitate long-term healing?

Sand, Skin & Sky

Sahjeevan | 2018

How might we re-contextualise the notion of home and challenge its associated ideas of permanence and stability.?

Core

Skillsets

Human-Centered Design
Participatory Design Research
User Research
Service Design
Rapid Prototyping + Testing
Visual Communication Design
Workshop Design + Facilitation
Storytelling + Illustration
Research Writing
Adobe Creative Suite

On the Side

Gardening + Composting
Conscious Living
Poetry

Work Experience

Qualitative / Design Research Intern

Women's World Banking | Present

Conducting qualitative and quantitative customer research, designing strategy, and solution engagements to develop financial products and services for low-income women in Indonesia and Cambodia.

2021 Public Access Design Fellow

Centre for Urban Pedagogy | 2021

1 of 8 selected fellows working towards adopting anti-oppressive design research, service design, and visual design practices aimed at making complex urban issues accessible to the New Yorkers most affected by them.

Design Researcher and Strategist

Story of Makers | 2020

Partnered with government schools, alternate learning spaces, SMEs to apply participatory design practices to improve 100 Tasks, an educational learning program. Facilitated prototyping sessions and workshops, reaching 700 +children, parents, and teachers.

Communication Designer and Strategist

The Climate Museum | 2020

Designed an outreach strategy to leverage connection points between the Climate Museum and its users. Supported brand extension and social media communication for continuous engagement with their community.

Social Media Strategist

DSI, School of Visual Arts | 2019

Managed social media channels for the Design for Social Innovation Department at SVA. Designed an outreach strategy and 2021 application campaign to engage with potential applicants to the program.

Illustrator and Visual Designer

Paper Moon Books | 2019

Designed one of Paper Moon Book's first publications, 'The Adventures of the Elephant Cloud', a story inspired by Kalidasa's 'Meghdootam.'

Ethnographic Research Associate

The Herding Project, Sahjeevan X University of Leeds | 2019

Conducted ethnographic research with women from pastoral herding communities in Kutch, Gujarat. Documented and designed narratives amplifying their voices in a male-dominated society.

Communications Coordinator

Centre for Pastoralism | 2018

Designed communication collaterals and managed CfP and Sahjeevan's online presence with an aim to reach and grow their community.

Content Curator and Social Media Strategist

Soup | 2018

Designed and curated content for Soup's online publication and managed social media channels while working directly with the founder, Meera Ganapathi.

Design Intern

Echostream | 2017

Partnered with the Indian Himalayan Centre for Adventure and Eco-Tourism to conduct primary and secondary research on navigation in a mountainous region and prototyped a wayfinding system.

Design Intern

Eureka Moment | 2016

Designed print and web collaterals for the promotion of 'Amazng', a furniture brand founded by Harakan Singh Grewal.

Notable Recognitions

Selected Student, Fast Track 2021

Design for Social Innovation, School of Visual Arts

Guest Speaker 2021, Community-Centered Design

Indian School of Design and Innovation, Parsons

Selected Student, Fast Track 2021

Design for Social Innovation, School of Visual Arts

Notable Alumni, 2018

Design for Social Innovation, School of Visual Arts