

current work experience

Creative Director + Designer

Independent

July 2024 - Present

x Quicksand Studio

Illustration, communication design and exhibit design for various cultural + social impact initiatives with UNICEF India, POV Mumbai, CREA / Reconference, Allianz Francais, etc.

x FieldX Technologies

Communication and digital design for an indigenous AI defense lab developing cutting-edge drone detection and border surveillance systems.

x UN Human Rights Office, SE Asia

Visual concepts, storyboard, illustrations, title cards for a joyful animated film celebrating unity and a shared love of food. In support of a campaign launched in India called #Standup4migrants.

x Talented Agency

Branding and spatial design for a sports bar in Bangalore.

Video design, infographics, motion graphics for a Podcast with IISc.

Branding for Early.partners, a Talented Grid company offering strategic marketing services to startups through a fractional services model.

Commissioned art serving as a commemorative memento for the Founder's induction to the Ad Age Global 40 under 40 list.

x Humanistic

Strategy, visual design for Immense, a professional development platform.

x Art Fervour

Brand designer and collaborator

past work experience

Fosite Co.

Design Director / Founding Team

January 2022 - June 2024

Fosite is a brand experience design studio, specializing in spatial design, environmental graphics, interactive artworks, art installations, way-finding, signage & integrated, branding-first interiors.

Concept, storytelling, art direction and design of a range of 2D visuals, 3D, and interactive installations for various clients.

Key Clients: *Linkedin, Meta, Amazon, IBM, Stripe, Atlassian*

Creative Lead

April 2020 - January 2022

awards ———

**Baby Blue Elephant, Kyoorius Design Awards 2024
with Fosite Co.**

Winner of the Kyoorius Baby Blue Elephant for Environmental Graphic Design for the Junglee Games office in Gurgaon.

**KDA First List, Kyoorius Design Awards 2024
with Fosite Co.**

4 Shortlists for the 2024 Kyoorius Design Awards under Spatial Design and Environmental Design Categories for workplace design projects with LinkedIn, Bangalore and Junglee Games, Gurgaon.

**India's Best Design Studio, IBDA 2024 and 2022
with Fosite Co.**

Winner of India's Best Design Studio for India's Best Design Awards, 2022 and 2024 initiated by DesignIndia Magazine.

**Shortlist, ADC Awards Issued by Art Director's Club 2022
with Fosite Co.**

Shortlisted for the 101st ADC Awards / Spatial and Environmental Design for the LinkedIn office in Bangalore.

**Blue Elephant, Kyoorius Design Awards 2021
with Fosite Co.**

Awarded for Spatial and Environmental Design for the LinkedIn office in Bangalore.

**Baby Elephant and In-Book Winner, Kyoorius Design Awards 2021
with TheOnlyThing**

Awarded for Digital Design for the website:
theonlythingyoueverreallyneedtoknow.com

Honors

Jury Member - Design

The Ad Club One Show Abby Awards / *May 2023, 2024, 2025*

Workshop Host

Kyoorius Designyatra / *Sep 2025, 2024*

Executive Jury Member

The Gerety Awards / *May 2023*

Admissions Panel - MICA CCC

Mudra Institute of Communications, Ahmedabad
Crafting Creative Communication Programme / *March 2023*

Ivy League Mentor - The Big Red Group

Ivy Early Entrepreneur Program / *June 2022 and Jan 2023.*

past work
experience

Freelance Designer

Self Employed

January 2020 - December 2021

TheOnlyThing - Visual Designer with a collective of creative professionals joining forces on innovative passion projects and client-led projects.

TBWA\ India - Brand designer and collaborator

Fireside Ventures - Spatial Designer incl. graphics, installations signage and frosting for the Fireside Ventures Bangalore office space.

George P. Johnson, Bangalore - Design consultant + Interior design, branding and graphics for the Bangalore headquarters

Brand designer, strategist, content writer for startups and small businesses.

Enterspace Design Lab

Creative Lead

November 2018 - 2019

Spatial design and environmental graphics - concept, design and execution.

Senior Designer

August 2017 - October 2018

Srishti Fine Jewelry, Bangalore

Branding & Communication Designer, Part-time

March 2018 - 2019

Branding, Identity, Collaterals, and Social Media content for a family-run fine jewelry store in the heart of Bangalore.

Sideways Consulting

Junior Designer

November 2015 - April 2017

Sideways Consulting is a creative problem-solving studio bringing right-brain thinking into business. Its multidisciplinary team spans behavioral architecture, design, technology, branding, and the arts. Sideways works across product innovation, service design, sales, and brand comms—applying creativity to unlock new possibilities across every aspect of a business. Started as a junior designer during the company's formative stage

Key Clients: *Borosil Big Bazaar, Imagica, Disney, Secret Temptation*

Young Spikes Asia: Shortlisted into the top 10 entries from the country.

past work
experience

Clap Global

Graphic Designer & Illustrator, Freelance

October 2015 - July 2016

Clap Global is a platform that connects travellers from different countries with Indian school students, to foster a greater sense of tolerance and acceptance in children by exposing them to diversity at a young age.

70 Event Media Group

Visual Designer - India Bike Week / January 2015 - June 2015

TBWA\ India

Art Intern / April 2014 - July 2014

Case films for two Cannes Lions submissions by the agency
+ various client projects

NID Research & Publications Department

Earn While You Learn Program / 2013

Layout design for D/Signed Magazine, Issue No.2,
an annual publication documenting projects undertaken by NID students,
alumni and faculty members, along with news from the community

education

National Institute of Design, Ahmedabad

Bachelor's Degree in Design (Graphic Design) / 2011-2016

Sophia College for Women, Mumbai, 2009 - 2011

HSC Curriculum, Arts

Arya Vidya Mandir School, Mumbai, 1996 - 2009

ICSE Curriculum, Art Elective

features

DesignYatra

Campaign India

Best Media Info

Weapon: Press Release

Indian Creative Women: Medium

Indian Creative Women: Instagram