

Seasoned Consumer Experience (CX) Specialist and Communication Designer with a passion for merging insights & creativity. With prior experience in marketing, skilled at crafting compelling narratives and understanding human behavior for actionable solutions.

Looking for global opportunities to decode consumer behavior, derive insights, craft product strategies and communicate branded experiences.

EXPERIENCE

SAMSUNG INDIA

July 2022 - Present

Assistant Manager, Research & Innovation [Smartphone Consumer Experience]

- Working as a part of the India Consumer Experience & Business Strategy Team
- Focused on continuously uncovering insights through **Qualitative consumer immersions** | *Direct, zero cost*
- Market research** | *Budgeted ≤ \$50000*
- Consumer surveys** | *Within own OEM base*
- Competition sensing** | *Offline (shop-floor) & Online (reviews, ratings, feedback)*
- Advance sensing** | *Basis local initiatives, lifestyle trends & shifts, 3P ecosystem*
- Product experience benchmarking** | *≥ \$600 segment*
- Delivering data backed **concepts for innovation**
- Utilizing **creative methodologies & storytelling** to map Business & Consumer needs to tech offerings
- Key Project Areas : **Visual** (Camera, Gallery, Editor), **Health** (Tracking, Recording & Management), **OS Experience** (India focused strategy)

Go Smart Award, January 2023

- Awarded for introducing new & innovative project management processes
- Conducted a 2-day, zero cost, on-campus research focused on Gen-Z Creators
- Launched an insights newsletter highlighting needs, wants & usage behaviour of Indian Smartphone Users

VISTARA, TATA SIA AIRLINES

Aug 2019 - June 2022

Assistant Manager, Design [Marketing]

- Crafted the visual language for brand, as the creative custodian in the marketing team
- Creative ownership & design delivery for key brand campaigns and digital communication channels inclusive of website, social media, emailer marketing & display advertising
- Key Achievements** : Crafted the TATA-SIA Brand Mark, End-to-end inception & execution of award winning campaign #SoundTrackOfTravel, Milestone livery decal design, Successful creation of UI/UX assets for AEM, Development of GUI for IFE App (Vistara World), Branding & identity creation of 6 Ancillary Products

VCLAP Department Head Award, November 2021

- Awarded for outstanding achievement during Q2, 2021-2022
- Successfully launched two new ancillary services - Purple Ticket Gift Cards and Vistara Gate To Gate

VCLAP Department Head Award, October 2019

- Awarded for outstanding performance during the month of October 2019
- Implemented end-to-end creative execution of the brand's first Domestic+International digital sale campaign

INDOSPIRIT GROUP

June 2017 - Aug 2019

Senior Creative Executive, New Brand Development

- Worked as a founding member of the design team
- Spearheaded brand conceptualization, identity design & communication strategy for 4 new alco-bev brands** (BroCode Crafted Brut, Witty Bro German Wheat Beer, Enso Japanese Whisky, God's Own French Brandy)
- Scope of work** : Brand name & concept ideation, logo design, packaging design, website design, product photography, digital design & activation for social media, offline brand activation for events & POS

INTERNSHIPS

BBDO, GURGAON

Art Trainee Jan 2017 - March 2017
Art Intern May 2016 - July 2016
Accounts PepsiCo [Mirinda, 7UP, 7UP Revive, Quaker Oats]

THE GRAFIOSI

Design Intern Dec 2015
Project Food delivery packaging & menu design

J WALTER THOMPSON (JWT), GURGAON

Art Intern June 2015 - July 2015
Accounts PepsiCo [Lay's], TATA Group [Himalayan Sparkling Water]

IMAGES GROUP

Design Intern Dec 2014
Project Social Media for India Food Forum 2014

GENESIS LUXURY (RELIANCE BRANDS LTD.)

Design Intern June 2014 - July 2014
Brands Crabtree&Evelyn, Armani Exchange, Furla

EDUCATION

NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), NEW DELHI

Bachelor of Design, Fashion Communication
Aug 2013 - May 2017
CGPA - 8.8

CARMEL CONVENT SCHOOL, NEW DELHI

CBSE BOARD
April 1999 - March 2013
Class 12 aggregate - 92%

SKILLS

SENSING

Qualitative Research, Consumer Insights, Market Research, Competition Benchmarking

MARKETING

Storytelling, Content & Design Strategy, Campaign Planning, Social Media Marketing, Email Marketing

VISUAL DESIGN

Concept Development, Identity Design, Packaging Design, Graphic Design, UI Design, Video Editing, Motion Graphics 2D, Photography