

My Journey

2012-2014

Senior Visual Designer | Skarma (Full service digital agency)

Design for Digital Marketing, Web User Interface Design, Brand, Print, Publication, Advertising, and Illustration.

Clientele: JSSL, Delta Corp - Deltin, Viacom 18 , 70 EMG , ASEAN (MEA + PDD), Tata Memorial Hospital.

2014-2015

Lead Designer + Design Director | Thought Over Design

Lead Designer for UX, UI, Brand and Illustration design. Promoted to Design Director - role involved Project Planning, Team Management, Creative Direction, Supervision and Client Servicing.

Clientele: Flipkart (Digital refresh), Nykaa (Brand + UI Design), Caratlane (UX Strategy), Indian Express (iOS, Android), Future Group - Foodhall (Web, iOS, Android) , Bal Asha Trust (NGO), Cellar Door Hospitality.

2016

Lead UX Designer | Nestopia

Designed digital products for an ecosystem that facilitates seamless workflows from research to completion of space renovation projects. Applied User Experience Design principles and methodologies such as User flows, Site & App Maps / Customer Journeys / Wireframes & Prototypes. Quality Control and Execution for all products. Project Planning and Leading the tech-team in collaboration with the CTO, using Scrum. Gained technical expertise and design skills in a product centric startup environment.

2016 - 2017

Lead Digital Designer | Clay Design Strategies

Lead on the studio's digital arm. Planned and Executed a responsive digital branded content platform for a leading FMCG company. Executed holistic brand design and strategic wayfinding for one the largest Cancer Hospitals in India. Responsible for Strategy, Planning and management for all digital projects at the studio.

Clientele: Yatra, National Cancer Institute, Marico.

2017 - 2018

Senior UX / UI Designer | Landor

As new and refreshed brands emerge, the requirement for them to maintain an innovative and relevant digital presence is now critical. Currently working with Landor India as its first digitally equipped resource, spearheading the digital department to create well integrated brands that behave consistently online and offline, by harnessing the medium of technology.

Skills

USER EXPERIENCE DESIGN

USER INTERFACE DESIGN

BRAND DESIGN

DESIGN THINKING

CREATIVE DIRECTION

CREATIVE STRATEGY

PROJECT PLANNING

PROJECT MANAGEMENT

ILLUSTRATION

Education

2008 - 2012

BFA (Advertisement Design) Lasalle College of the Arts Singapore

2018 - 2020

M. Des. (Digital Futures) OCAD U, Toronto, Canada

Certification

2014

Core Training in UX Design - Design Incubator

2017

Service Design through Experience Prototyping - Copenhagen Institute of Interaction Design

Impact

Part time Lecturer

Indian School of Design & Innovation - WPP

International Leadership Programme Fellow

World Youth Service and Enterprise (WYSE)

Google Developers Festival 2017 Mumbai

Design Speaker

Volunteer (Strategy & Design)

Bal Asha Trust - An NGO for the 360 care of vulnerable children

+1 647-868-2505

vedaadni25@gmail.com