



pooja vaidya

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*A visual designer putting emotion into forms & layouts.
Aspiring to be a service designer, thinking deep of the entire process!*

EXPERIENCE

Hyper Island Crew -

My masters' institution believes in self-learning, and real clients approach in the course, which enabled us to work with big brands like Adidas, Manchester City Football team, PVH, Manchester City Council etc. While working with these brands as a part of different groups, approached the briefs with different methodologies and mindsets like Design thinkings, Human-Centered Design etc. This briefs provided a spectrum of opportunities to explore and implement several aspects like user research and prototyping to presenting our solutions to clients. The first six months provided me with an immense and rich learning experience from hands-on experience on the stages of UX design to working in dynamic teams. The next step was to conduct a research project as a thesis in the industry which further enriched me with networking skills, studying and analyzing the industry etc.

Freelance Designer/Strategist -

Worked as a design consultant for several brands across India. I was responsible for creating a luxury brand design for one of the big real estate company, working on an FMCG brand with a global advertising agency, developed marketing strategy and design with a PR firm to name a few of the projects.

Senior Designer - The Minimalist

I grew as a designer and person while working and spearheading brands like Bloomberg, IDFC Mutual Funds, Airtel, Spenta, Jet Airways, ICICI, Tribeca, Raymond, MI India, Azent Overseas Education, Centenlon, Global Indian International School. (January 2017 - December 2018)

Graphic Designer - Mindseye Studio

Working on some innovative wedding card designs to making magazine design, learning the depths of art working for boxes and exhibition panels for corporates. (November 2015 to December 2016 at Mindseye Studio)

Junior Graphic Designer - ColourCraft Studio

Handled many print and digital projects, did some photo-shoots. Here I grasped how to work in and manage a team whilst working with some fabulous brands like Girnar, A S Motiwala, Kensington Club, Parijat Enterprises, Virgo Analytics, Zesto, Ramada Hotel, Sabrosa etc. (Feb 2014 to October 2015)

Internship - Design Concentrate

Worked three months as an intern in the agency as a logo and packaging designer.

EDUCATION

MA in Digital Experience Design in Hyper Island, Manchester. (Course completed in December 2020, Awaiting results by March 2021)

BFA in Applied Art from Mumbai University majoring in Photography. (2013)

12th Grade, HSC (2009)

10th Grade, SSC (2007)

SKILLS

Interaction Design
Wireframing & Prototyping
User Research
Design Thinking Methodology
User Interface Design
Visual Design
Branding Design & Strategy
Art Direction

TOOLS

Adobe Illustrator	Figma
Adobe Photoshop	Invision
Adobe Indesign	Sketch
Adobe AfterEffects	Framer
Adobe XD	Mural/Miro
	MS Office

LANGUAGE

English, Hindi, Marathi,
French (High School)

PORTFOLIO LINKS

<http://poojarvaidya.com>

<https://www.behance.net/Poojarv>