

Experience:

Web/Graphic Design

AI Academy, Cupertino, CA, June 2020 - Aug 2021

- ❖ I designed and rebranded AI Academy's website and marketing materials to promote their classes and summer camps <https://aiacademyca.com>.
- ❖ Used social media to run ad campaigns on multiple media sources like [facebook](#) and [instagram](#). Updates were made weekly/monthly (as needed) and ran ads on both platforms to promote classes. Also, used sites like **Neighborhood & Cupertino Patch** to post and promote class and camp ads.

Web/Graphic Design Admin

Saint Mark's Episcopal Church, Palo Alto, CA, May 2018 - June 2020

- ❖ I designed Bulletins for Sunday services, Easter, Christmas, Baptisms, Marriage and Memorials. Served around 150 people every Sunday and even more so online. The design process involved a lot of changes with time crunches and a lot of collaboration with volunteers, staff and musicians.
- ❖ Wordpress was the platform used for designing church websites. Website included plug-in Mailchimp forms, CCB Database and Google response forms.
- ❖ UI and UX Designing was a bit challenging since the end users were from groups that were digitally sophisticated to users NOT wanting to use digital technology at all.

Web and Graphic Designer

Basant Somani, Realty One Group, Cupertino, CA, Jan 2012 - Jan 2018

- ❖ I designed marketing materials and websites. Worked on projects from start to finish with Basant. Designed property flyers and business cards in given budget, time and standard requirements.

Web and Graphic Instructor

HARKER Summer School, June 2015 - August 2015

- ❖ Designed engaging lessons for middle schoolers (25 students per class.) that covered languages like HTML, CSS, JavaScript and AJAX to design rich interactive user experience websites.

Web and Graphic Designer

Century 21 M&M Associates, Cupertino, CA, March 2013- March 2014

- ❖ I designed marketing materials, websites and real estate training materials which involved Realtors, IT Personnel, Copy Writers and stakeholders.

Volunteering for Red Cross and UPASNA June 2020 - current

- ❖ As a Red Cross volunteer I am in code4group. Working remotely to help design & coding of websites as needed. Due to NDA not much can be shared.
- ❖ I have designed <https://upasnasewa.org> from a rough sketch to a live website. Website will help get the word out for their mission to help poor families and help people with disabilities regardless of age, gender, religion. Updated post and ran ad campaigns on [facebook](#). UPASNA's website will help the organization to get more national and international volunteers and donations.

Skills:

UI and UX Design:

Tools: Adobe XD, Sketch, Figma, Photoshop, Illustrator

Process: UX Research, Wireframes, Mockups, AB testing/Multiple Modules, Live Product

Web design:

Tools: Photoshop, Illustrator, Adobe XD, Dreamweaver, After Effects, Premier, Sublime, Brackets, Wordpress, AEM, Wix, Bootstrap, Squarespace

Process: Research, Wireframes, Mockups, AB testing/Multiple Modules, Live Websites

Scripting: HTML5, CSS, Javascript, PHP

Graphic design/production/print:

Tools: Photoshop, Illustrator, Indesign, Acrobat pro dc, Large printing, Image manipulation, Files Linking & Production.

Process: Research, Rough Drafts, Final Drafts, Proofs, Print.

Communicating and Presenting:

Tools: Keynote, Pages, Word, PowerPoint, Excel, Jira, Mailchimp, Slack, Confluent, Zoom

Soft Skills: Growth Mindset, Persevere, Collaborative, Optimistic, Hard Working, Empathetic, Clear, Humble.

Education:

User Experience Certificate(UX)

Cornell University, March 2021

BA in Design

California State Polytechnic University, Pomona, 2002

Achievements:

Senior Show published - March 2002 & Campus Photo published - 2001/2003.

Honored by **THE NATIONAL DEAN'S LIST** for Outstanding College Student 97, 98, 99

Won **Walt Disney Imaginary competition** in 1996.