

ayeshamitra doodle

Hello! I'm Ayesha

I'm based out of Mumbai, India and I have a keen focus in crafting human-centered solutions to combine creativity with commercial logic. My passion is ignited by collaborative opportunities that not only optimize the present but define the future.

Communication is everything and design is communication, which in a business has the potential to drive transformative change. I strive to create experiences that not only engage and inspire but also trigger meaningful interactions and impactful conversations.



Design as a Job

2021

1.5 years

Product Design Lead

HumanX

This experience led me to creative direct and lead my own teams which has not only strengthened my design skills but has also enabled me to develop extensive expertise in B2B, D2C, CAAS, AI Interactions, Fintech, Social Impact, & E-commerce

2020

1 year

Senior Experience Designer

HumanX

From startups to Fortune 500s, I've had the opportunity to work in collaborative and dynamic teams to shape outcomes that range from big data dashboards to tiny nudges that create habits.

2020

8 Months

Freelance Creative Director

Shaped products in India like:
Visual systems for a Security start-up for gated residential communities | E-commerce for children's books | Identity system for a recruitment start-up | Illustrations for a content writing & generation platform | Motion graphics & micro-interactions for a design studio | Brand strategy and identity for an energy tech start-up

2018

1 year 8 months

Graphic Designer

Ideaspice Design

I worked in collaboration with spatial designers for projects that included all degrees of visual communication in physical and digital spaces. My focus areas included, the role of design in navigation through placemaking and signages, environmental graphics, installations, storytelling through exhibition designs, branding and identity especially for F&B brands.

Education

2018

4 Years

Bachelor in Design, Visual Communication & Strategic Branding

Srishti Institute of Art, Design & Technology

2014

4 Years

ICSE & ISC

Modern High School for Girls, Kolkata

Tools

Beginner

Proficient

Adobe Suite

Figma

Vectary

Prototyping

Industry Knowledge



Discovery Workshops



Journey Mapping



Wireframes



Prototyping



Design Systems



Illustration



Branding & Strategy



Motion Design



Editorial Design



Video Production



Project Management



Mentorship