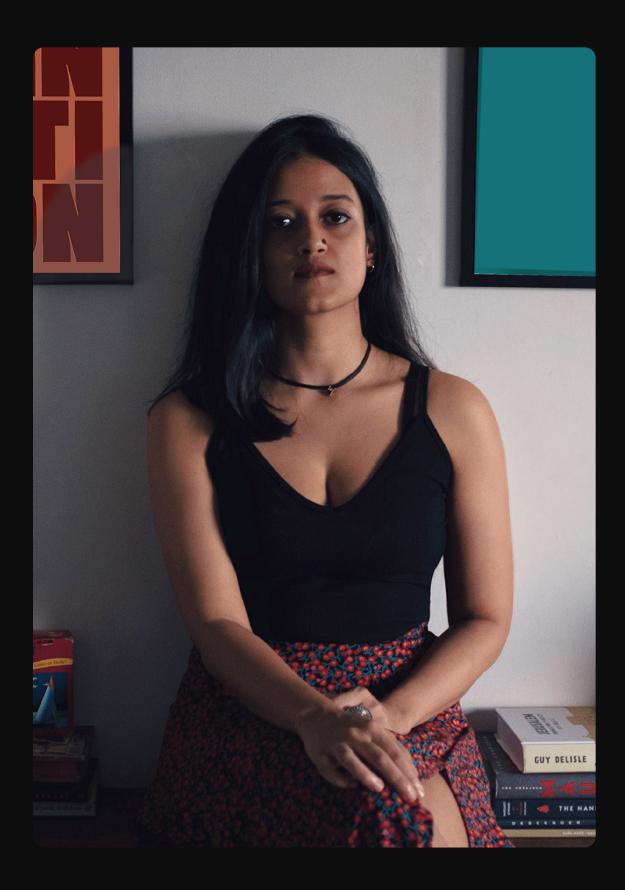


## Hello! I'm Ayesha

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	<b>Product Design Lead</b> X 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 X 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	<b>Graphic Designer</b> 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

1 year 8 months

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	Bachelor in Design, Visual Communication & Strategic Branding	
4 Years	Srishti Institute of Art, Design & Technology	

**ICSE & ISC** 

## Tools

	Beginner	Proficient
Adobe Suite		
Figma		◆
Vectary		



Modern High School for Girls, Kolkata

4 Years

Prototyping

#### Industry Knowledge

• Discovery Workshops	Journey Mapping	Wireframes	Prototyping
Design Systems	Illustration	Branding & Strategy	<b>X</b> Motion Design
<i></i>	Video Production	<b>Project Management</b>	Mentorship

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