

gayatri pachpande

DESIGNER | PERCEPTIVE THINKER

A holistic Designer with 6 years of favorably increasing client acquisition and retention by developing strategies for numerous emerging IT and mental health organisations (size 5-500) in the marketplace and growing brand recognition across both physical and digital mediums.

An independent achiever as well as an interpersonal collaborator committed to assisting businesses in developing meaningful connections with their clients, customers, and workforce.

education

Brunel University London, UK (2021-2022)

Master's in Design Strategy and Innovation

Sir JJ Institute of Applied Art, Mumbai, India (2015-2019)

Bachelor's in Applied Art

courses

Adizes Leadership Course

(May 2023 - July 2023)

Introduction to UX Design - Georgia Tech

(April 2023-May 2023)

skills

Strategic: Product Strategy * User Research * Interviews & Surveys * Journey Mapping * Service Blueprinting * User Flow * Prototyping * Usability Testing

Design: Website UI Design * Brand Design * Visual Design * Strategy Presentation Design * Motion Graphics * Adobe Creative Suite * Figma

Others: Effective Communication * Logical Reasoning * Systematic Thinker * Storyboarding * Commitment to Perfection * Adaptability * Constructive feedback facilitation

achievements

Solved the biggest challenge faced by NPOs designing an effective volunteer acquisition process for HeartsGive.

"Service Strategy for HFN" published on Dezeen School Shows and Made In Brunel.

Gold and India Best-In-Show: MMA Smarties 2021

Case Study Video Designer

Amazon Best Seller: Children's storybook "Tales from the Vedas and Upanishads"

Visual Design Lead

 **+44 75769 60930**

 **gayatripachpande02@gmail.com**

 **www.gayatripachpande.com**

experience (2017 - Present)

"Witsense.AI"

Brand Strategist + Website Design for a software consultancy

- Successfully positioned an upcoming tech brand offering generative AI solutions, setting itself apart from its competitors.
- Crafted a compelling brand story, including mission statements, taglines, and key messaging resonating with target audiences and fostering a 20% increase in customer loyalty.
- Currently building a web presence by designing a portfolio website as a portal for B2B and B2C interactions.

"Brunel University London"

MA Design Strategy and Innovation

- Identified and defined unmet needs of the users of various target groups through comprehensive primary and desk research methods conducted.
- Engaged a range of stakeholders (mid to senior level) from various disciplines and effectively communicated complex design ideas clearly.
- Conceptualised and pitched a design solution based on content marketing to the brand Heartfulness.
- Successfully iterated and updated this design solution in the light of the field experts' insights.

"Heartfulness"

Associate Visual Design Lead at a Wellness organisation

- Provided creative direction and constructive feedback to the design team maintaining uniformity throughout the advertising materials.
- Presented effective and engaging concept-based visuals for their monthly wellness magazine as part of their in-house publication.
- Collaborated and co-ordinated with cross-country internal teams and external web-developer teams to strategise for a bilingual webpage, simultaneously managing and guiding the design team.

"RevX Technologies"

Graphic and Motion Designer at a Programmatic Advertising Company

- Designed various promotional materials, website assets, and toolkits provided ensuring compliance with the brand's guidelines.
- Managed client expectations by customising and delivering consistency to the brand look and feel across multiple digital channels and platforms.
- Produced multiple award-winning explainer videos effectively within tight deadlines that were a recipient of the MMA Smarties Awards.

"Design Totke"

Communication Designer at a boutique design agency

- Established a Brand identity and guidelines for a range of upcoming wellness brands.
- Conceptualised and increased clients' brand recognition by designing collaterals (physical and digital) for international events and conferences.
- Constructed UI design elements as well as various social media strategies for brands like Flipkart's SmartBuy, Sansui etc.

"SecUR Credentials Ltd."

Graphic Design Intern at a Background Screening Company

- Refined the company's internal branding by ensuring consistency across promotional materials.
- Conceptualized and developed advertising materials for the company based on the objective of the company.

"Freelance Communication Designer" (2017-Present)

clients from Marketing, IT and Wellness sector

- Established brand presence for various upcoming businesses and amplified brand recognition by 2x via tangible and intangible assets.
- Handled multiple clients and projects at the same time, effectively communicating and pitching complex design concepts and strategies.
- Enhanced client briefs by consulting based on analysing and interpreting current trends in the field of graphic design.
- Cross-functional partner: Managed people with diverse technical backgrounds, facilitating co-ordination between the cross-country teams.