

Medhavi Thakur

Product Designer

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WORK EXPERIENCE

Indiana University, Indianapolis | COMET Lab | Indianapolis, IN

Head of Communications | *August 2023 - May 2024*

- Redesigned the user interface for the COMET Lab website for the web platform, resulting in a 30% increase in user engagement and improved site accessibility.
- Created mockups and prototypes for standardized branding across multiple SAVI websites to enhance uniformity, collaborating with cross-functional teams.
- Formulated and implemented brand guidelines for COMET Lab, ensuring cohesive website redesigns and stakeholder communications, improved brand recognition by 40%.
- Initiated and managed the COMET Lab LinkedIn page, driving professional network growth through strategic content creation, design planning, and team leadership.

Indiana University, Indianapolis | COMET Lab | Indianapolis, IN

UX Designer | *August 2022 - May 2023*

- Led a team to develop user flows and wireframes for the Indiana Soccer Alliance website, emphasizing user-centered design and enhancing the user experience.
- Created newsletters featuring key updates and achievements, boosting engagement by 40% and raising awareness of the lab's activities.

StartInc | Mumbai, MH, India

UX Designer | *May 2022 - July 2022*

- Revamped the Happy Puppy Organics' E-commerce Shopify site for web and mobile platforms, enhancing visual design and navigation, boosting user engagement and customer purchases by 30%.
- Developed brand identity for a startup coffee brand, through market research and logo redesign, increasing customer engagement by 25%.

Client Work Freelance | Mumbai, MH, India

Graphic Designer | *May 2020- April 2022*

- Designed packaging, labels, logos, and promotional materials, ensuring effective brand communication for brands Traavi, Saad, Avaai. Utilized Adobe Photoshop, Illustrator, and InDesign for brand identity, Iconography and typography projects.

Yellow Advertising | Mumbai, MH, India

Graphic Designer | *Dec 2019 - April 2020*

- Enhanced the user journey and built the user interface for Venue-First and Anjali Rawat Architect's web platforms, increasing engagement by 30% and boosting client inquiries by 25% through collaboration with a multidisciplinary team.
- Designed brochures and social media content for brands such as Kotak, WSS, and Yellow, utilizing Adobe Illustrator and Photoshop to showcase their work.
- Conceptualized and art-directed product photoshoot, enhancing visual content for the furniture brand Innovin.

Dark Horse Media | Mumbai, MH, India

Graphic Designer - Intern | *May 2019*

- Boosted visibility and engagement for restaurant brands by 30%, creating dynamic social media content and impactful animations with Premiere Pro and After Effects.

EDUCATION

Indiana University, Indianapolis |

Indianapolis, IN, USA

Masters of Science in

Human-Computer Interaction

Aug 2022- May 2024

MIT Art, Design and Technology University | Pune, MH, India

Bachelor of Design in Graphic

Design

July 2016- July 2020

CERTIFICATE

Georgia Institute of Technology

Introduction to User Experience

Design

Jan 2022

SKILLS

Tools: Adobe Photoshop, Illustrator, Sketch, Figma, InDesign, Premiere Pro, After Effects, Miro, Axure, Visio

Design: Branding, Typography, Print Design, Illustrations, Art Direction, Packaging, UI/ UX design, Storyboarding, Information Architecture, Wireframing, Prototyping, Mockups, Affinity mapping, UX research, Usability testing

Soft Skills: Leadership, Communication, Collaboration, Time Management, Problem-Solving, Intuition, Empathy, Creativity, Attention to detail