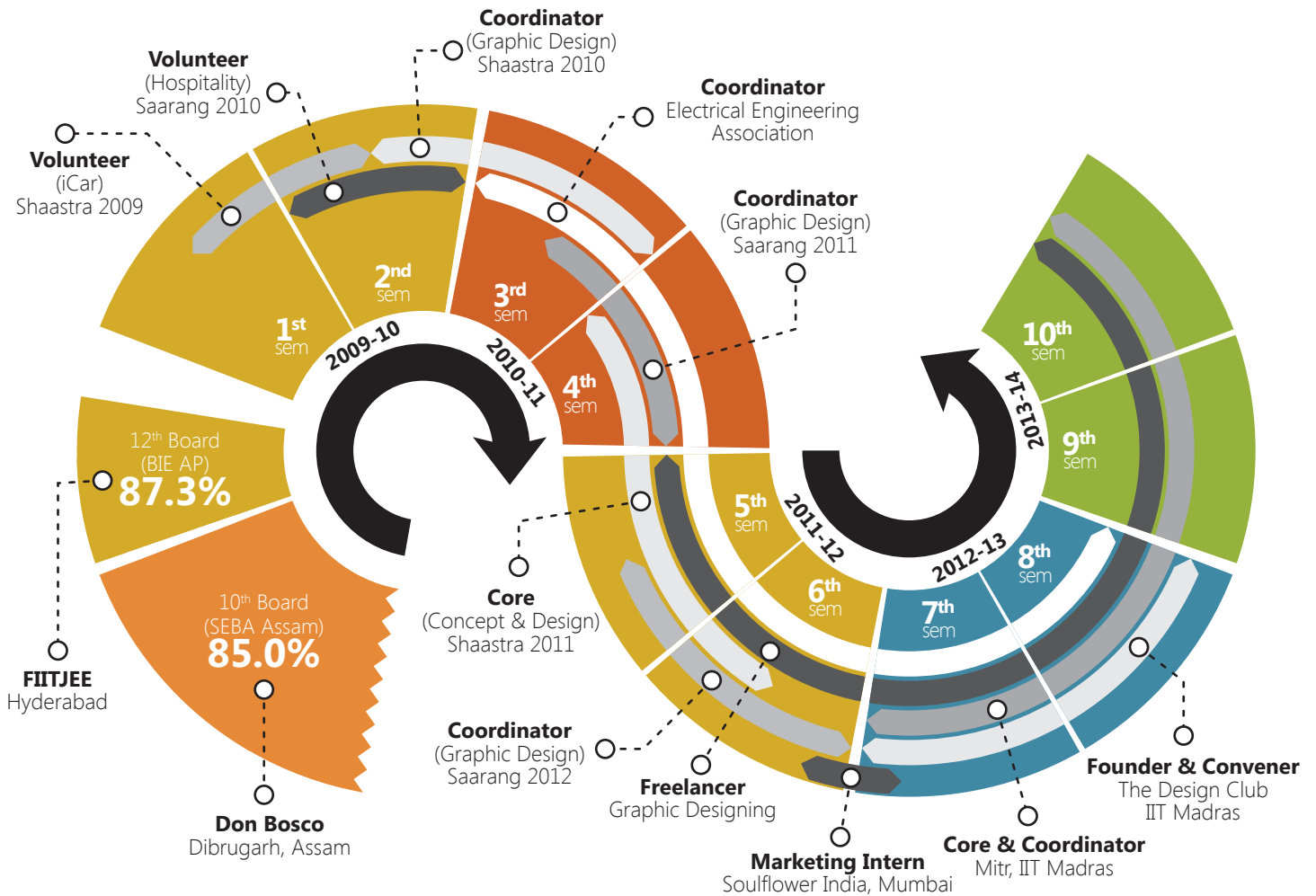


TIMELINE (ACTIVITIES - NON ACADEMIC)



PROFESSIONAL EXPERIENCE

Intern: Soulflower India, Mumbai, India.

(May 2012 – July 2012)

Created **Google Adwords** campaign for **e-Commerce** website

Site Traffic Increase **120%**

Website traffic increased by **120%** with a conversion rate (visits to purchases) of **4.2%**

Conversion Rate **4.2%***

*Global Average for retail sector: 3%

Spearheaded and strategized **online promotional** campaigns and **e-commerce** sale events

#besouflower in the **top Twitter Trends of India** for **36 hours** at a stretch



Drafted job profile, interviewed and **hired a full-time** e-commerce Manager and a Graphic Designer for the company



Conceptualized **branding and ambience** for a new Soulflower store in Inorbit Mall, Malad, Mumbai

80% of the ambience of the new store is created with recycled items



Freelance Graphic Designer

(August 2010 to present)

3 years of experience

- Featured in 'The Hindu -- Business Line' as a promising student Freelancer (Print edition: 31 Oct, 2013)
- Worked **200 hours+** with over **20 clients**; brainstormed & negotiated deals; delivered effective solutions
- Redesigned UI of a 9-page website for iPleaders, West Bengal National University of Juridical Sciences
- Designed **Infographics** (used in a TED Talk) for the **national award winning** Avaz Android App for autism
- Standardized logo and UI of the **android application** Greeting Card Maker, **rated 4.4/5** in Google Play Store, reviewed by **2,300 active users**

POSITIONS OF RESPONSIBILITY

Core Group Member, Shaastra 2011

Nominated by the Dean (Students) as 1 of the 18 members, who oversee the logistics of the ISO certified festival



- Co-Headed a team of **120 members**
- Streamlined the creative script writing by expanding and revamping the **creative design, theme & ambience** of the festival

- Organized an event that set a world record in the **Limca Book of Records**

"61 line-following robots running on a loop, built by 200 students, across India"



- Introduced 'Registration Passport booklets' for participants
- Generated an additional revenue of **Rs. 2.5 Lakhs**

- Designed UI of the main website www.shaastra.org

10 million users **16k unique** visitors



Core Group Member, Mitr

The official Guidance and Counseling unit of IIT Madras

(ongoing)

- Co-Headed a team of **200 members**
- Mentored **850 freshmen** and other students



- Established credibility by getting the whole team **certified** as Barefoot Counselors



- Initiated mock exam for the freshers
- Rated **4.4/5** by over **700 attendees**



- Introduced a documentation system based on ISO 9001:2008 standards
- Working towards **ISO Certification**

ISO 9001:2008

- Received **letter of appreciation** by the **Dean (Students)** for exemplary services to the institute

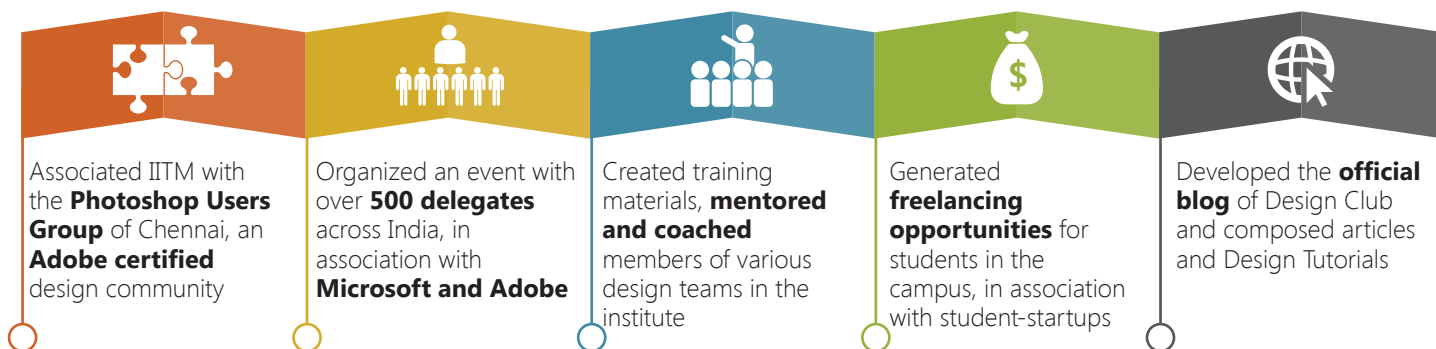


- Developed & managed the website mitr.iitm.ac.in, which includes **forums & online-confession portal**



Founder and Head, The Design Club, IIT Madras

(2012-2013)



SKILLS

Novice

Intermediate

Expert

Windows, MS Office

Photoshop, Illustrator, InDesign

C, Matlab

AutoCAD

HTML, CSS

