



Nidhi Meena

Roll Number: 204205034
Masters in Design
Indian Institute of Technology Guwahati

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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.Des	Indian Institute of Technology, Guwahati	8.86/10	2020 - Present
B.Des (Fashion Communication)	National Institute of Fashion Technology, Gandhinagar	7.1/10	2014 - 2018
Senior Secondary	CBSE board	66.80	2012 - 2014
Secondary	CBSE board	90.0	2012

Experience

- Graphic and UI UX Designer at Allps Digital Pvt Ltd., Hyderabad** *Aug 2019 - Oct 2020*
Worked with various international clients on projects involving Graphic and UI UX Design.
- Styling Intern at Aditya Birla Fashion & Retail Ltd., Mumbai** *Jan 2018 - April 2018*
Completed my Graduation Project as a Styling Intern in the Visual Merchandising Team at Pantaloons. Created a extensive style guide and had experience working on different in-store and on-desk styling projects .
- Graphic Designer at Ramoji Film City, Hyderabad** *June 2017 - July 2017*
Designed identities and digital marketing creatives for various events at RFC. Designed a tour brochure for Ramoji Film City.

Projects

- UX and Graphic Design for eLocations** *July 2020-Oct 2020*
Client project, guided by Jakeer Mohammad, Director- Allps Digital
UX & UI responsive design for a Commercial property marketplace with location intelligence. Developed UX strategies based on market and trend research and created high fidelity interfaces. Prototyped heavy data driven maps to enhance location intelligence.
- Identity and website redesign for Allps Digital** *Mar 2020*
Guided by Jakeer Mohammad, Director- Allps Digital
Redesigned brand identity and website to enhance the user experience, for Allps Digital
- UI UX Design for iProPal** *Dec 2019*
Guided by Jakeer Mohammad, Director- Allps Digital
Developed user journeys and task flows and created high fidelity interface (website).
- Application Design to help stray animals in emergency situations** *Jan - April 2021*
Semester Thesis Project, guided by Keyur Sorathia, Associate Professor, IIT Guwahati
Identified problem areas, conducted secondary research and user study, proposed ideas and created high fidelity interface for an application which is a one stop solution to provide aid to stray animals in emergencies.

Technical skills

- Digital Product Design:** Adobe XD, Figma, Invision
- Adobe Suite :** Photoshop, Illustrator, Indesign, Lightroom, Premiere Rush
- Others :** MS Office

Key courses taken

- Ergonomics
- Form Studies
- Visual Design: Principles and Applications
- Design Methods

- Graphic Design
- Interaction Design
- HCI in VR*
- Usability Engineering*
- Service Design: Introduction*

** To be completed in Nov 2021*

Positions of Responsibility

- **Core team member in Team Media & PR at Ishanya 2021:** Served as a core team member in Team Media & PR, for Ishanya '21, the annual design festival of IIT Guwahati, from Dec 2020 - May 21
- **DPPC Student Representative:** Served as DPPC Student Representative for M.Des (2020-22) batch, from Jan - April 2021
- **Teaching Assistantship:** Served as a teaching assistant under Prof. Sheetal Madhav Gokhale, from Sep 2020 - May 21.

Extracurriculars

- **Event Assistant with FDCI :** Worked with Fashion Design Council of India as Event Assistant for the 'Huts to High Street' fashion show to promote khadi, by Gujarat State Khadi, and village industries board in Ahmedabad, Oct 2015.
- **Fashion Marathon at NIFT Fashion Olympiad :** Volunteered in Fashion Marathon during state level NIFT Fashion Olympiad, at NIFT Gandhinagar, Nov 2014.