Aashita Verma

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CONTACT

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EDUCATION

2024 - PRESENT (EXPECTED 2026)
Parsons School of Design
MFA Design and Technology
New York, USA

2019 - 2023
MIT Institute of Design
BDes. Graphic Design
First Class with Distinction
Pune, IND

PROJECTS & COLLABORATIONS

Designer and Project Manager
Museum of Science x Parsons
2025 New York, USA

Project Manager & Designer
2025 Participant,
MIT Reality Hackathon
2025 Cambridge, USA

Design Lead
Oliofolio @ MITID
2023 Pune, IND

Designer
India HCI Conference
2021 Remote

SKILLS

Adobe Creative Suite
(Photoshop, Illustrator, After Effects,
InDesign, Dimension),
Figma, Procreate,
Blender, Fontlab,
Touchdesigner

HTML, CSS, JavaScript, p5.js

Interaction Design, User Experience
Design, Machine Learning,
Rapid Prototyping, Creative Technology,
Packaging, Editorial,
Illustration, 3D Graphics,
Typography, Motion Design,

ABOUT

Designer and Creative Technologist from India based in New York, passionate about experimental design at the intersection of design, technology, art, and science. I work with interactive and immersive technologies to highlight cultural memory and domestic narratives, creating installations, digital archives, and speculative tools.

EXPERIENCE

Research Assistant
Parsons School of Design
New York, USA
May 2025 – Current

Assisted Prof. Kenneth Millington in developing generative sequencing prototypes (p5.js/Paper.js) for a reconfigurable digital graphic novel, translating narrative theory (Fragmentation, Gestalt) into decision-tree and randomness-based storytelling.

Visual Designer
Toddle (LMS)
Bengaluru, IND
January 2023 – July 2024

Led design strategy for the Toddle Academy module, streamlining workflow between educators, students & coordinators. Designed and developed publications, event assets and various teaching materials.

Designer and Brand Strategist
Moonshine Honey Project
Remote
July 2024 – August 2024

Developed limited-edition packaging designs that elevated seasonal product launches and boosted customer engagement.

Editorial Designer
State Bank of India, Hong Kong
Hong Kong
March 2023 – April 2023

Designed the 10th-anniversary newsletter featuring employee-contributed artwork, poems, and articles, fostering team bonding and strengthening community engagement.

Junior Creative Designer
Please See Studio
Mumbai, IND
June 2022 – August 2022

Designed branding and marketing materials for clients like Parsi Dairy, Prasuma, Sadora Baby, Great State Ale Works, and Moxie Beauty, supporting successful product launches. Assisted in developing visual storytelling strategies and creating tangible pop-up exhibitions.

AWARDS AND EXHIBITIONS

MIT Reality Hackathon Art Grant, Award Recipient
Awarded the art grant to develop and exhibit an interactive installation at MIT Reality Hackathon.
2026 Cambridge, USA

Maker Faire, Exhibitor
2025 New York, USA