

Aashita Verma

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CONTACT

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EDUCATION

2024 - 2026

Parsons School of Design
MFA Design and Technology
4.0 GPA
New York, USA

2019 - 2023

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

AWARDS AND EXHIBITIONS

**NYC Neighborhood Passport -
FIFA World Cup 2026,
Selected Artist**
Team Wonder x NYC Mayor's Office
2026 New York, USA

**Interactive Installation Art Grant,
Award Recipient**
MIT Reality Hackathon
2026 Cambridge, USA

Illustration, Selected Exhibitor
SI MoCCA Arts Fest
2025 New York, USA

Selected Student Designer
India HCI Conference
2021 Remote

SKILLS

- Figma, Adobe Creative Suite, TouchDesigner, Blender
- HTML, CSS, JavaScript, p5.js
- Interaction Design, UX/UI, Design Systems, Information Architecture, Responsive Design, Rapid Prototyping
- Creative Coding, Physical Computing, Interactive Systems
- Motion Design, 3D Graphics, Typography, Illustration

ABOUT

Designer and Creative Technologist based in New York, I turn ideas, stories, and everyday observations into digital and physical experiences that feel meaningful, intuitive, and unexpected.

EXPERIENCE

Teaching Assistant, Senior Thesis I (Illustration)
Parsons School of Design
New York, USA
Feb 2026 – May 2026

Research Assistant
Parsons School of Design
New York, USA
May 2025 – May 2026

Assisted Prof. Kenneth Millington in developing generative sequencing prototypes for a reconfigurable digital graphic novel.

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

- Designed scalable digital experiences and visual systems for Toddle's global education platform, translating complex content into intuitive information architectures and user-facing resources.
- Developed reusable design languages, components, illustration systems, and responsive assets in Figma.
- Collaborated with content, design, and development teams to translate requirements into production-ready designs through iterative prototyping, feedback, and refinement.
- Designed responsive microsites and digital campaigns across desktop and mobile.

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

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.

Web Design Intern
Find Friday
SF, USA (Remote)
June 2021 – September 2021

Junior Designer
Chaipani
Mumbai, IND
June 2020 – August 2020

PROJECTS & COLLABORATIONS

Branding Lead & Web Designer
Parsons School of Design
New York, USA
2026

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

Interactive Web Designer & Creative Technologist
Darzi, Musician
New York, USA
2025