"AN HONEST-TO-GOODNESS RESUME"

What I Excel At

UI design for apps & responsive web

Brand identity & visual storytelling

Prototyping & wireframing

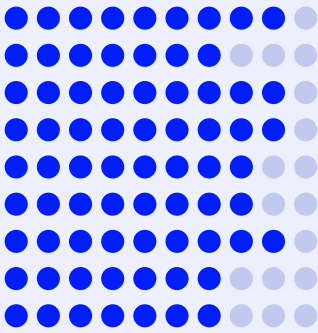**Merchandise & packaging design**

Visual asset creationt

Concept ideation & user research

BAISHALI BARTHAKUR

UI/UX & GRAPHIC DESIGNER
MOTION & 3D DESIGNER
ILLUSTRATOR & ARCHITECT

Tools I Work With

Design & UI/UX Tools

Figma,
Webflow
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe After Effects
Adobe Lightroom
Procreate

Motion & 3D (Basic Knowledge)
Maya, 3ds Max, Twinmotion, Lumion

Architecture & CAD (Trained)
AutoCAD, Revit, Rhino, SketchUp

hey!

I am a multidisciplinary designer specializing in UI/UX, graphic design, motionand 3D design. Holding degrees in Design and Architecture, I approach every project with passion and relentless creativity. I deliver creative solutions fueled by diverse inspirations and a passion for innovation. I thrive in dynamic agency environments where collaboration, ideation, and versatility drive impactful work.

Education level that backs me

- **University of New South Wales**
  Masters in Design (coursework)

  A 96-credit postgraduate degree focused on industry-engaged, multidisciplinary design.

  Specialized in Graphic Communication, UI/UX, Interaction Design, Design Visualization, and Visual Effects (VFX) through studio-based learning and applied design strategy.

- **University of Pune**
  Bachelors in Architecture

  A 5-year accredited program with the Council of Architecture, DTE Mumbai, AICTE standards, focused on design systems, spatial thinking, and user-focused problem-solving.

  Trained in Architectural Design, Human-Centred Design, Sustainable Practices, Concept Development, Project Management, and Visual Communication.

Core Qualities

Expressive   Observant   Imaginative
            Present   Flexible

... .- .. ..- .-.. .. / -... .- .-. - .... .- -.- .. .- -.

+61 0460809670
baishalibarthakur4@gmail.com
https://www.baishalib.com.au/
be.net/baishalibarthakur
linkedin.com/in/baishalibarthakur/

Languages & Communication

90%
English

75%
Hindi

1%
Morse Code

Professional Experience

- **Sherpa Delivery**
  Graphic & UI/UX Designer

  - Designed and developed digital animations, graphics, presentations, audio, videos, and GIFs using Adobe Suite.
  - Conducted user research, wireframing, and designed marketing landing pages to optimize conversion and engagement.
  - Collaborated with developers and marketing teams to implement UI enhancements and branding consistency across platforms.
  - Created storyboards, process diagrams, and sitemaps to communicate design concepts clearly.
  - Applied motion graphics and animations to digital and paid marketing assets, boosting visual storytelling and audience retention.
  - Redesigned website landing pages, improving user experience and increasing session duration.
  - Modularized and gamified driver onboarding courses, significantly enhancing learner engagement and completion rates.

  Key achievements

  - Increased audience reach and engagement through optimized Google and Meta paid ad campaigns.
  - Integrated new icons and branding into collateral, sales decks, and digital assets, strengthening Sherpa's brand presence. *(Reference letter available on request)*

- **Milestone Communication & Production**
  Graphic Designer

  - Developed 3D architectural concepts, stage visuals, and renderings for large-scale events and concerts.
  - Designed brand identity, packaging, merchandise, and marketing collateral for diverse clients.
  - Collaborated with PR and marketing teams to curate engaging social media content including GIFs, videos, and graphics.

  Key achievements

  - Increased social media engagement through influencer collaborations and paid ad campaigns using custom-designed content.
  - Created 3D stage visuals for music festivals and conferences with audiences exceeding 2,000 attendees.
    Led branding and merchandise design for Scomadi's India launch, establishing a strong market presence. *(Reference letter available on request)*

- **Social Donut 101, Socio Loca & Freelancer**
  Graphic Designer & Team Lead

  - Collaborated with marketing teams, copywriters, and clients to create cohesive brand identities and marketing materials across print, digital, and social media platforms.
  - Led a design team, managing workflows to deliver high-quality creative assets on time.
  - Conducted virtual client meetings across India, Abu Dhabi, and Dubai, ensuring clear communication and aligned project goals.
  - Planned and executed multi-month social media content calendars featuring animations, graphics, and video assets.

  Key achievements

  - Promoted rapidly from intern to full-time designer for outstanding skills and adaptability.
    Successfully managed multiple concurrent projects, consistently meeting or exceeding deadlines and client expectations.
  - Developed strong leadership, remote collaboration, and cross-cultural communication skills, coordinating teams

- **Abhikalpan Architects and Planners**... *and more*
  Architect Intern

  - Produced conceptual and technical drawings, floor and site plans, and working drawings including MEP and cross-sections.
  - Rendered elevations and 3D detail drawings supporting project approvals and client presentations.

  Key achievements

  - Developed detailed construction documents achieving government approval on first submission.
  - Created innovative site analysis reports integrating environmental factors such as wind and sun diagrams.

Interpersonal Strengths

Empathy-driven collaboration

Open-minded and receptive to ideas

Fast learner with a growth mindset

Where I See Myself in 5 Years

Leading creative talks & workshops

Working on film & cinematic projects

Discover innovative design styles

A conscious, mindful designer

A nuanced critique

Advocate for eco-conscious designs

Certifications

Autodesk Maya
Certified by Autodesk
2018 | 120 hours

Rhinoceros 5.0
Certified by Astral Informatics Pvt. Ltd.
2017

Autodesk Revit
Certified by Autodesk
2016 | 60 hours

M

Ai

Ps

R

Adobe Illustrator
Certified by Astral Informatics Pvt. Ltd.
2017

Adobe Photoshop
Certified by Astral Informatics Pvt. Ltd.
2016

Diploma in Fine Arts
2001 - 2010

Interests and hobbies

Dance & movement practice

Mixing global & house rhythms

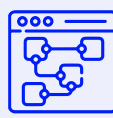Culinary explorer with hospo roots

Connecting with diverse mindsets

Cats and animal welfare

Sneaker Fanatic

Skills I Aim to Expand

Interaction Design & UX

Motion Graphics

Visual Effects (VFX)

Iconography & Typography

Creative Direction & Production

Computational & Parametric Design

I want to

B hired!

PORTFOLIO?

Check

BEHANCE PORTFOLIO

BAISHALI B. WEBSITE

COMPLETE RESUME

REFEREES

Kate Bishop
Manager, Design Lead at Sherpa
kate.bishop91@gmail.com | +61 404 385 904 | LinkedIn↗
Direct supervisor at Sherpa Delivery (2024)

Bastien Vetault
Co-founder & CTO at Sherpa
bastien@sherpa.net.au | +61 450 491 502 | LinkedIn↗
Senior management contact at Sherpa Delivery (2024)

Charlotte Belvisotti
Beverage Consultant at Mindset Spirits
charlotte.belvisotti@outlook.fr | LinkedIn↗
Freelance client and collaborator (2025)

Myriem Slater
Founder at Purposeek Coaching
myriem.slater@gmail.com | +61 499 310 180 | LinkedIn↗
Freelance client and collaborator (2024)

Sam Maindonald
Founder at Mainstream Thoroughbreds, Key Account Manager at Sherpa
info@mainstreamthoroughbreds.com.au | LinkedIn↗
Freelance client and collaborator (2024)

Sheetha Chacko
Director, Milestone PR and Production
sheetha@milestones.in | +91 97653 93969 | LinkedIn↗
Team lead and reporting Manager (2019)

Shivangi Mandody
Marketing agent, Milestone PR and Production
shivangi@milestones.in | +91 97661 18358 | LinkedIn↗
Marketing lead and senior contact

Arti Chitrakar
Manager at Franki B's
arti@frankiebs.com | +61 414 676 473 | LinkedIn↗
Freelance client and collaborator (2022)

Dylan Souza
Founder, Halo Superfoods and Kitchen
halocloudkitchen@gmail.com | +91 84848 56270
Freelance client and collaborator (2019)

... .- .. ..- .- .. . / -... .- .-. - .... .- -.- .. .-.

+61 0460809670
baishalibarthakur4@gmail.com
https://www.baishalib.com.au/
be.net/baishalibarthakur
linkedin.com/in/baishalibarthakur/

"AN HONEST-TO-GOODNESS RESUME"

BAISHALI B.

Where I see myself in 5 years

Lead thought provoking talks

Work for movies & films

Discover new design styles

A more conscious human being

A nuanced critique

Promote eco-conscious designs

Certifications I have acquired

Autodesk Maya
Certified by Autodesk
2018 | 120 hours

Rhinoceros 5.0
Certified by Astral
Informatics Pvt. Ltd.
2017

Autodesk Revit
Certified by Autodesk
2016 | 60 hours

Adobe Illustrator
Certified by Astral
Informatics Pvt. Ltd.
2017

Adobe Photoshop
Certified by Astral
Informatics Pvt. Ltd.
2016

Diploma in
Fine Arts
2001 – 2010

What I take Interest in

Dance & movement practice

Everything to do with Cats

Experimental Foodie

Getting to Know People

Stand-up Comedy Fan

Shoe Fanatic

Interpersonal skills I have developed

Always prospecting & practice empathy

Receptive to different view points & ideas

I pick up skills fairly quickly, I promise!

PORTFOLIO?

Check

BEHANCE PORTFOLIO

BAISHALI B. WEBSITE

COMPLETE RESUME

OF COURSE
I'm the designer that says, yes – let's make it happen.

OF COURSE
...deserves designs... ...work together.

OF COURSE
...benefit from my fresh... ...let's make yours exceptional.

OF COURSE
crafting unique designs that resonate with your audience is what I do best.

OF COURSE
I have the skills and aspirations to make your brand unforgettable

OF COURSE
...my expertise will bring your vision... ...life in ways you never imagined.

OF COURSE
you want someone like me to make your projects pop with creativity.

OF COURSE
together, we can create designs that speak volumes.

OF COURSE
...should partner with me to transform ...epts with my innovative design solutions.

OF COURSE
I'm someone who will bring your boldest ideas to life.

OF COURSE
you want a designer like me to turn heads and captivate audiences.

BAISHALI BARTHAKUR
UI/UX & GRAPHIC DESIGNER
MOTION & 3D DESIGNER
ILLUSTRATOR & ARCHITECT

"AN HONEST-TO-GOODNESS RESUME"

BAISHALI BARTHAKUR

THANK YOU