

**“AN HONEST-TO-
GOODNESS RESUME”**



BAISHALI BARTHAKUR

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



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.

Core Qualities

Expressive Observant Imaginative
Present Flexible

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What I Excel At



UI design for apps
& responsive web



Brand identity &
visual storytelling



Prototyping
& wireframing



Merchandise
& packaging design



Visual asset
creationt

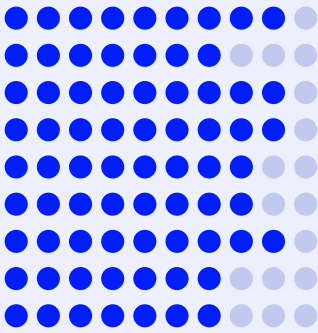


Concept ideation
& user research

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

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.

Languages & Communication



English



Hindi



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

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

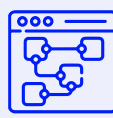


Cats and animal welfare




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

Be hired!

PORTFOLIO?

Check

BEHANCE PORTFOLIO

BAISHALI B. WEBSITE

COMPLETE RESUME



REFEREES

Kate Bishop

Manager, Design Lead at Sherpa
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Direct supervisor at Sherpa Delivery (2024)

Bastien Vetault

Co-founder & CTO at Sherpa
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Senior management contact at Sherpa Delivery (2024)

Charlotte Belvisotti

Beverage Consultant at Mindset Spirits
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Freelance client and collaborator (2025)

Myriem Slater

Founder at Purposeek Coaching
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Freelance client and collaborator (2024)

Sam Maindonald

Founder at Mainstream Thoroughbreds, Key Account Manager at Sherpa
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Freelance client and collaborator (2024)

Sheetha Chacko

Director, Milestone PR and Production
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Team lead and reporting Manager (2019)

Shivangi Mandody

Marketing agent, Milestone PR and Production
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Marketing lead and senior contact

Arti Chitrakar

Manager at Franki B's
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Freelance client and collaborator (2022)

Dylan Souza

Founder, Halo Superfoods and Kitchen
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Freelance client and collaborator (2019)

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“AN HONEST-TO-GOODNESS RESUME”

BAISHALI B.

PORTFOLIO?

Check

BEHANCE PORTFOLIO

BAISHALI B. WEBSITE

COMPLETE RESUME



Professionally I have worked with

Sherpa Delivery Graphic & UI/UX Designer

- Design and develop digital animations, graphics, presentations, audio, videos, and GIFs using Adobe Creative Suite and other multimedia software

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
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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!



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

hey!

I am a designer with experience in UI/UX, graphic design, and painting, as well as holding degrees in Design and Architecture. I am passionate about mastering my craft and embrace challenges, driven by a hunger for creativity. My design style combines spontaneous bursts of inspiration with carefully thought-out concepts, influenced by the diverse and seemingly contrasting disciplines I have practiced.

Growing up in a family that deeply loved art and surrounded by vibrant culture, I dabbled through various styles available, that helped me shape my keen sense of art and design.

Adjectives that define me

Expressive	Present	Observant	Imaginative
			Flexible

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linkedin.com/in/baishalibarthakur/

What I am good at

- Interface design for apps & web
- Brand identity & personality
- Prototyping & wireframing
- Merchandise & packaging design
- Illustrations & digital art
- Initial concepts & research

Tools I am familiar with

Figma & Adobe XD	
Adobe Illustrator	
Adobe Photoshop	
Adobe InDesign	
Adobe After Effects	
Adobe Lightroom	
Procreate	
AutoCAD	
Revit	
Rhino	
Sketchup	
Lumion & Twinmotion	
Maya & 3ds Max	

Education level that backs me

- University of New South Wales**
Masters in Design (coursework)
This 96 weeks postgraduate program is an industry-engaged multidisciplinary programme that integrates technology, design thinking, communication, conceptual evolution and strategy to help develop professional and practical design expertise in an advanced level.
This intensive coursework included comprehensive studio based classes on specific fields of design where I specialised in Graphic Communications, Interaction and User Interface & Experience (UI/UX), Design & Illustration and Visual Effects (VFX).
- University of Pune**
Bachelor in Architecture
This 5-year course is designed and detailed in accordance with the Council of Architecture (COE) Mumbai, AICTE standards.
I was trained in various areas including Architectural Design, Building Technology and Materials, Theory of Structures, Research in Architecture, Interior Design, History, Landscape Design, Town Planning & Urban Design, Project Management.

Languages I communicate in

English	Hindi	Morse Code
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BAISHALI BARTHAKUR

Professionally I have worked with

- Sherpa Delivery**
Graphic & UI/UX Designer
 - Design and develop digital animations, graphics, presentations, audio, videos, and GIFs using Adobe Creative Suite and other multimedia software.
 - Conduct research, wireframing, and design marketing landing pages.
 - Design and implement UI enhancements across various product platforms.
 - Conduct user testing and collaborate with stakeholders to provide iterations, while ensuring design and branding guidelines.
 - Utilize data-driven process, diagrams, and strategies to optimize design concepts effectively.
 - Create and deploy omnichannel assets to brand and marketing assets across various marketing and product platforms.
 - Create image assets, video content for email marketing, communications, and design social and digital media assets for organic and paid brand marketing activities.
 - Design educational and training services, courses and UI changes for educational partners.
 - Design print assets, presentations and infographics for sales & operations teams.
 - Enhance user interface as required.
- Milestone Communication & Production**
Graphic Designer
 - Develop architectural conceptual plans, 3D models, and renderings of interior and exterior installations for various events and events, as well as design banners such as backdrops, showrooms, events, banners, etc.
 - Design various print materials for branding, identity, packaging, and marketing for various brands.
 - Create social media and marketing materials, including GIFs, short videos, and graphics, alongside the PR and marketing teams, content creation, and copywriters.
 - Enhance user interface as required.
- Social Denial 101 & Freelancer**
Graphic Designer
 - Collaborate with the marketing team, copywriters, and content creators to develop and design marketing materials for various brands.
 - Design and strategize research for social branding, brand personality and identity, print media, digital and social media posts, and strategy.
 - Attend virtual client meetings, formulate design initiatives, design assets for the team, and incorporate necessary changes before the final deadline.
- Socia Loca**
Graphic Designer
 - Create various brand identities, including logos, business cards, letterheads, and stationery.
 - Develop marketing assets such as website banner images, short videos, and print media.
 - Strategize and create 12-month advanced social media plans, including GIFs, short videos, graphics, and images.
 - Develop concepts and strategies for upcoming projects.
- Ashikappa Architects and Planners**
Architect Intern
 - Develop conceptual drawings, floor plans, site plans, and working drawings, including 3D rendering and cross-sections.
 - Render various elevations, 3D detail drawings, and plans across projects.
 - Develop concepts and strategies for upcoming projects.

Aspire to learn more about

Interaction Design	Motion Graphics	Visual Effects
Iconography & Typography	Set Design & Production	Parametric Design & Architecture

Where I see myself

- Lead thought provoking talks
- A more conscious human being

Certifications

- Autodesk Maya**
Certified by Autodesk 2018 (120 hours)
- Phinacross 5.0**
Certified by Axtel Informatics Pvt. Ltd. 2017
- Autodesk Revit**
Certified by Autodesk 2018 (160 hours)

What I take in

- Dance & movement practice
- Getting to know people
- Interpersonal
- Always prospecting & practice empathy

THANK YOU