



preksha sipani.

a multi-disciplinary designer & visual strategist with **7+ years of experience**, passionate about stories, conversations and human psychology.

at every point i ask **"what really matters for people we are designing for?"**

to create compelling narratives; work with others to **co-create solutions** that are grounded in reality and driven by a shared vision, **using design as a tool for a cause and create an impact.**

as a **systems thinker with a background in visual communication**, I bring a unique perspective to the table. From fleshing out thought-provoking ideas to **designing conscious solutions backed with research.**

seeking new challenges, opportunities & committed to collaborating with others to **brainstorming fresh perspectives and ideas.**

contact.

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linkedin

portfolio

education.

- National Institute of Design** 2023
Masters of Design (Universal Design)
- NIFT, Delhi** 2019
Diploma in Graphic Design & Communication
- Gargi College, Delhi University** 2018
Bachelors in Commerce (Hons)

skills.

- Design Research
- Service Design
- Participative Research
- Data Visualisation
- Design Strategy
- Experience Design
- Art Direction
- Graphic Design
- Video Editing
- Illustrations
- Branding
- Mixed Media Art
- Packaging
- Typography
- Photography

tools.

- Adobe Photoshop
- Adobe Premier Pro
- Adobe Illustrator
- Figma
- Adobe Indesign
- Procreate
- Adobe After Effects
- M S Suite

publications.

- RSD SYMPOSIUM 2024, THE SILENT CRISIS**
Systems Design & Data Visualisation, Research Note

experience.

- KABOOM SOCIAL IMPACT - DESIGN RESEARCHER & STRATEGIST**
JULY 2023 - FEBRUARY 2024

Working at intersection of people, design and research, using HCD methodologies to solve on ground social challenges. Conducted participatory on-ground research, facilitated FGDs, and devised impact strategies. Worked on projects for Transform Health, Saamuhika Shakti, NRLM & Wash United.

- THE DIGITAL EVERYDAY**
AUGUST 2023 - OCTOBER 2023

13-week online workshop, presented by Point of View in collaboration with ArtEZ University of the Arts (2022) and Design Beku centering bodies as the site where gender, sexuality, and the "digital everyday" is shaped. Looking at the ways by which digital technologies and bodies are intertwined to create new pathways to social justice.

- SPECTAL - DESIGN LEAD CONSULTANT**
AUGUST 2020 - PRESENT

Conceptualising, brainstorming, developing and executing end-to-end brand experiences and startegy with a multi disciplinary team at Spectal to connect culture and youth and elevate brand positioning.

- Bingo: Comic Con Delhi, 2023 (Experiential & Space Design)
- Bingo: Sunburn Goa, 2023 (Experiential & Space Design)
- Myntra: Experiential Design, 2023
- Philips: Experiential Strategy & Design, 2022-23
- Hero: Collaboartive & Interactive Wall Painting Activity, 2024
- When Chai Met Toast: Pan-India Music Tour Branding, 2021

- THE GLITCH - VISUAL DESIGN**
SEPTEMBER 2019 - AUGUST 2020

Digitally-led creative agency, Glitch has delivered award winning campaigns for a wide spectrum of clients including Unilever, Netflix, Nokia, GSK, Royal Enfield to name a few. I worked for different sectors such as healthcare, F&B, and service industries with an intent to help make businesses become better brands and to increase their customers and community through implementing impactful, novel and creative communications for their vision and services.

- EDITORIAL DESIGN - FREELANCE VISUAL DESIGNER**
2020 - PRESENT

Conceptualised and designed editorial visual pieces for publications such as Goya Journal, Gaysi, Bayaan, Any Segment, The Alipore Post to name a few. The topics covered various social issues and used design as a tool to communicate impactfully and visually.

- FREELANCE - DESIGNER & CREATIVE STRATEGIST**
2018 - PRESENT

Adept at concept research, design strategy, team management & problem solving, understanding human psychology, and exploring new design and visual styles. Executed research driven projects; spanning across branding, illustrations, editorial design, game design, art direction for various brands.

- PIECEPLAY PUZZLES - ILLUSTRATOR & GAME DESIGNER**
2020-21

- AMRUTAM - BOOK LAYOUT DESINER & ILLUSTRATOR**
2020-21

Content development, curation & deisgn of two coffee-table books. Shaped the brands online presence through research & design.

- ASIAN PAINTS - ILLUSTRATOR & MOTION GRAPHICS**
2020

Content development, curation & deisgn of two coffee-table books. Shaped the brands online presence through research & design.

- GOTTEA - PACKAGING & LABEL DESIGN**
2020

- TOYO KOMBUCHA - PACKAGING DESIGN**
2020

- BARE NECESSITIES - ILLUSTRATOR**
2020

- SAY IT WITH A PIN - PRODUCT DESIGNER**
2020

- TEACH FOR INDIA - SOCIAL WORK**
2017

Volunteered at Sarvodaya Kanya Vidyalaya to teach students the process of designing, writing, editing and launching their own community newsletter.

- DU BEAT - LAYOUT & VISUAL DESIGNER**
2016 - 2017

As a part of Design Team at DU Beat, Delhi University's & India's largest Student-run newspaper, included overall working on the weekly printed newspaper of the organization, closely working with Web Editor and Print Editor for the same and curating content for its social media.

- DELHI STREET ART - MURAL ARTIST**
2016 - 2020