

Tashita Mukherji,

Multidisciplinary Designer

EXPERIENCE

01

Smartstaff | 2021 - 2024 *Sr. Product Designer*

- Led the user experience design for the Smartstaff Android app (SaaS), focusing on intuitive navigation and a distinctive visual style.
- Established cohesive layout, typography, and visual hierarchy guidelines tailored to the user base.
- Singlehandedly developed the brand's identity, visual guidelines, and distinctive cues, ensuring consistency across all platforms.

Searce Inc | 2021 - 2021 *UI/Visual Designer*

- Designed a comprehensive onboarding kit from scratch for this cloud computing firm.
- Created brand assets and established guidelines for internal teams to ensure cohesive communication.

Rezonant Design | 2018 - 2021 *Visual Thinker & Designer*

- Collaborated with cross-functional teams to design creatives, illustrations, and brand identities for clients like Google, Swiggy, Cult Fit, and Gween Toys.
- Delivered high-quality designs aligned with diverse project requirements, enhancing brand value and visibility.

EDUCATION

02

Arts University Bournemouth | 2016 - 2018 *Master's in Graphic Design*

- Recipient of the prestigious Grand Jury Award for outstanding academic and creative achievements.

National Institute of Creative Communication | 2012 -2015

- B.Sc. in Design & Visual Communication

SKILLS

03

UI/UX
Art Direction
Brand Design
Brand Strategy
Digital Design
Illustration
Publication Design
Typography
Naming
Visual Art

FREELANCE EXPERIENCE

04

Disney Hotstar
Cultr, London
International Tennis Hall of Fame
Metaverse x Infosys
Mecha Systems
Budweiser

LANGUAGES

05

English
Hindi
Bengali

CONTACT

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