



## EXPERIENCE

### TWITTER

JUNE 2021 - SEPT 2021

#### DESIGN & RESEARCH INTERN

- Developed and implemented the content strategy for Twitter's social media dashboard, TweetDeck's updated version, as the sole content strategist on the project.
- Wrote new feature descriptions, toolkits and toast content.
- Collaborated with UX Designers and UX Researchers to provide copy guidelines for TweetDeck, and also to provide UX design recommendations.
- Brainstormed, and pitched personas and storyboards for product concepts.
- Created and edited script for internal advertisement.

### QUALCOMM INSTITUTE & THE DESIGN LAB

NOV 2019 - OCT 2021

#### COMMUNICATIONS COPYWRITER EDITOR

- Worked under Don Norman (former VP of Apple's Advanced Technology Group, author of *Design of Everyday Things* and the co-founder of Nielsen Norman Group) to increase accessibility and comprehensibility of complex projects, such as autonomous vehicle design for Ford and user experience improvement for Adobe Research, for investors, the design community and, their stakeholders through copywriting and content production.
- Interviewed high achieving individuals such as Albert Lin, award winning National Geographical Explorer, to condense their rich experiences into engaging articles.
- Author content in formats such as emails, YouTube, newsletters, and social media to showcase the design community that is transforming San Diego into a hotbed for innovation.

### COMPARATIVE COGNITION LAB

JULY 2020 - APRIL 2021

#### HEAD OUTREACH COORDINATOR

- Identified the need for a social media presence, formed and led the Outreach Team (included two undergraduate students, and a graduate student) that responded to this gap through targeted posts, strict schedules, and recruitment campaigns.
- Developed and upgraded the Twitter and Facebook pages for the lab and the primary investigator, to drive interest in the lab, recruit students, and appeal to potential donors. Led to 21% increase in engagement and 11% increase in click through rate on posts.
- Introduced visual aesthetic, consistency, and design for the website that created a brand identity and created copywriting templates for each page.

### TEDXUCSD

OCT 2018 - OCT 2019

#### MARKETING DIRECTOR

- Managed the organization's social media profiles, spearheaded content creation, and successfully led the eight member marketing team's operations.
- Implemented human-centered design and content marketing resulting in a 40% uptake in online traffic, social media influence, and user engagement on the organization's online platforms.
- Designed six digital advertisement campaigns for mobile and computer interfaces.
- Collaborated with the design and logistics team heavily for five campaign rollouts.

### ETHINOS DIGITAL MARKETING

MAY- AUG 2016

#### CONTENT CREATION & SOCIAL MEDIA INTERN

- Volunteered as a team consultant for the Indian Olympics team and pitched a campaign that highlighted individual accomplishments of each athlete into two, powerful lines to invoke public interest into the team.
- Ideated and created an advertisement guide for Netflix's transition into the Indian market.

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## EDUCATION

2017- 2021

University of California San Diego

**Major:** Cognitive Science w/a specialization in Design & Interaction

## LANGUAGES

- English (fluent)
- Hindi (fluent)
- Urdu (fluent)
- French (elementary proficiency)
- Spanish (elementary proficiency)
- Latin (elementary proficiency)

## TOOLS

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro

## SPECIALTIES

- Copywriting
- Content Design
- Data Visualization
- User Research
- Prototyping
- Visual Design
- Interactive Design
- UX Writing
- Editorial Planning
- Content Strategy
- Video Editing
- Scriptwriting
- Post-production

## AWARDS

- Upper Division Writing Award by UCSD's Sixth College (DEC 2019)
- Published a poetry book called, Meraki (JAN 2017)
- Published in The International New York Times (FEB 2016)

## INTERESTS

- Reading books and Webtoons
- Analysing film theory
- Editing videos and Tik Toks for my friends.