

Jasmine Arora

Driven by empathy and a love for lifelong learning, I like to delve deeper into the strategic aspects of design to create impactful solutions. My goal is to inspire change, build meaningful connections, and make a positive mark on society.

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EDUCATION

National Institute of Design, Ahmadabad
Bachelors of Design (Graphic Design) / 2019–2023

Royal Academy of Arts, Hague
Exchange Semester / 2021–22

EXPERIENCE

Freelancer
Visual Designer / 2024

- Brand identity and systems for Amartara Hotels
- Poster and other collaterals designed for Kangri Darohar Cultural walk by Potli
- Brand collaterals for SKTUFF

Quick Brown Fox Design
Visual Designer / 2024

- Pioneered an immersive exhibit design for Nolwa at Art Basel Miami, resulting in a 25% increase in visitor engagement through strategic spatial layouts and captivating visual storytelling.
- Engineered an intuitive and user-centric web experience for Vianaar .
- Developed impactful branding and identity systems through market research and client engagement.

Quick Brown Fox Design
Capstone Project / 2023

Spearheaded a space branding project for Globus Spirits, enhancing brand identity through user research and journey mapping, while collaborating with fabricators to ensure successful implementation of the design concepts.

Akash Raj Halankar Studio
Design Intern / 2022

- Augmented the brand narrative for Repose By The Waters by designing a visually compelling catalogue, which improved customer engagement through strategic layout and storytelling.
- Designed custom iconography for the Finhaat website, improving navigation and reinforcing a cohesive brand identity system.

RECOGNITION

- Introduction to Generative AI by Google Cloud Training / 2024
- Foundations of User Experience Design certified by Google / 2024
- Systems project featured at NID Annual Design Show / 2022
- 1 out of 10 students selected collegewide for the International GEL-Lab Initiative / 2022
- First position in CharacterEyes Design Competition by ILF / 2021

PROFICIENCIES

Design Method	Toolkit	Soft Skills
UI/UX	Figma, XD	Empathy,
Design Thinking,	Adobe Illustrator,	Adaptability,
User Research,	Adobe Photoshop,	Communication,
Visual Design,	Adobe InDesign,	Collaboration,
Prototyping,	Adobe After Effects,	Problem-Solving,
Information Design	Blender, Procreate	Management