Pallavi Karambelkar

M 0279593623 **E** aptepallavi@gmail.com **W** createdbypallavi.com

LATEST ROLES

Creative Lead | Tomahawk

FEB 2020 - PRESENT, AUCKLAND

In this role, I have been promoted to the Creative Lead position within Tomahawk. In addition to the responsibilities of a senior designer, I now lead the end-to-end design process, from initial concept through final implementation. This includes leading discovery sessions with clients and collaborating with cross-functional teams (account management, development, and marketing) to identify business goals and craft suitable design solutions. I am a strong advocate of a user-centric approach and data-driven design decisions. I have a proven track record of designing aesthetically appealing visuals for functional UI/UX solutions. These are supported by well-defined user journeys and information architecture identified using processes like card sorting, wireframing, prototyping, and testing. My expertise in UI/UX design, coupled with my experience in brand and print, enables me to create truly holistic design solutions that maintain brand identities while delivering conversion-centric results.

Senior Designer | Tomahawk

JUN 2015 - JAN 2019, AUCKLAND

My role at Tomahawk focused on designing effective websites, digital ads, print collateral, logos, brand graphics and brand guidelines for tourism businesses across the APAC and USA. I presented all designs to clients articulating design concepts and rationale, weaving the narrative around the project goals and explaining the problems a design solves. I was also actively involved in the handover process from design to the development team and ensuring that the final product complies effectively with the proposed designs and filling gaps as required.

SKILLSET

- UI / UX Design
- UI / UX Audits
- Wireframing
- Prototyping
- Responsive Web Design
- Logo & Brand Design
- Print Design
- Digital Design
- Colour Theory
- Typography
- Calligraphy
- Infographics

PERSONALITY

- Creative thinker & problem solver
- Customer centered approach
- Attention to detail
- Interpersonal communication
- Presentation & public speaking
- Stakeholder management
- Great team player
- Excellent time management

TOOLS

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Mail Chimp
- Squarespace
- HTML / CSS Basics
- Jira
- ClickUp

RECOGNITION

- Presented a webinar: Brand Design & Storytelling
- Google Certification: Foundations of User Experience (UX) Design
- Master Figma Course: From Beginner to Pro
- Site of the day (Awwwards)
- Designed a Google font
- Book Feature (Ambigrams Revealed)

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WORK HISTORY

Intermediate Designer | Click Design

JUN 2013 - JUN 2015, DUNEDIN

Click design is a SME design firm based in Dunedin. My responsibility was designing branding, digital interfaces, social media graphics as well as print production for our select clientele. I trained and practiced on HTML and CSS in this role, developing websites for our clients.

Type Designer | Google Font - Ek Type

JUL 2012 -MAY 2013, MUMBAI

At Ek Type I designed and crafted an entire text typeface. 'Ek Mukta Vaani' was released as an open source font on Google Fonts in 2016. It is a Unicode compliant, versatile, contemporary, humanist, mono-linear Gujarati script typeface available in seven weights.

Junior Designer | Fractal Ink Design

MAY 2010 - JUN 2012, MUMBAI

My role in this company as a graduate was to design second level graphics for brochures and interior pages of websites to assist senior designers and team leads.

Calligraphy Instructor | Otago University, Whitecliffe College & Srishti University

INTERMITTENTLY FROM 2010 TO 2019

Calligraphy has been my passion all through my creative career. I have been contracted to different organisations to teach weekend calligraphy courses for adults who want to learn a new skillset.

EDUCATION

Bachelor of Applied Art | Sir J J Institute

JUN 2005 - APR 2010, MUMBAI

High School - Arts Faculty |Ramnarain Ruia College

JUN 2003 - APR 2005, MUMBAI