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Mimansaa Rao

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EDUCATION

Parsons School of Design, The New School
BFA in Product Design (Current GPA:4.0)

New York City, NY

Graduation Date: June 2028

WORK EXPERIENCE

Now&Me

Graphic design internship

Gurgaon, India

November 2022 - January 2023

- Revamped blog thumbnails, significantly enhancing user engagement and visual appeal.
- Contributed to the redesign of the company website, improving layout, color consistency, and user experience.
- Assisted with brand guideline updates and maintained design consistency across digital platforms.
- Collaborated with marketing and tech teams to deliver cohesive visual content.

Now&Me

Graphic designer

Gurgaon, India

March 2023 - May 2023 & March 2024 - July 2024

- Designed and revamped blog thumbnails to align with evolving brand aesthetics.
- Created engaging social media posts, increasing follower interaction and reach.
- Developed daily wallpapers for the app, fostering a more personalized user experience.
- Designed web graphics and banners for the homepage and landing pages.
- Contributed to app UI improvements by providing input on layout and visual hierarchy.
- Worked closely with cross-functional teams to execute design projects from concept to completion.

Freelance Commission work

Designer

Gurgaon, India

2020 – Present

- Created custom digital illustrations using Procreate for a religious organization.
- Designed personalized Instagram highlight covers for a food influencer to strengthen brand identity.

LEADERSHIP EXPERIENCE

Empassion Club, Delhi Public School

Member

Gurgaon, India

March 2023 - January 2024

- Led the planning and execution of a major donation drive that resulted in the planting of 20,000 saplings near school grounds.
- Organized awareness campaigns and club events focused on environmental and social causes.

SKILLS & INTERESTS

Skills: Adobe Photoshop | Adobe Indesign | Adobe Premiere Pro | Procreate |

Interests: Graphic Design, Typography, Product Design, Photography