

NITYA JAIN

VISUAL DESIGNER

ABOUT

We are better by design and smart design lends itself to incremental but powerful changes in our lives. With a multidisciplinary experience of 15+ years in architectural and visual design, I thrive on purposefully refining the user experience through innovative, and intentional solutions that extend beyond the pixels

PROFESSIONAL HIGHLIGHTS

- 8+ years of Visual Design experience – including website designs, onsite graphics, photography, style guides and multi-channel brand advertising.
- Well versed in customer service and client management. People management skills from 10+ years of working as an Architect and Interior Designer.
- Proven ability to perform in deadline driven environments both as an individual contributor and as part of a team.

PROFESSIONAL EXPERIENCE

Dec 2016 - present

FOOD BLOGGER & PHOTOGRAPHER **Beyond Curry** 

Austin - TX

- Creating content and developing recipes for a food blog demystifying Indian food and making home cooking fun.
- Collaborating with brands and to style, photograph and create delicious images and recipes.

DIGITAL DESIGNER **Leah Petri Realtor®** 

Austin - TX

- Created print and digital marketing materials including multimedia presentations, flyers, brochures, and online ads. This grew the client's online engagement by 110% across Instagram, Facebook and LinkedIn.

WEB DESIGNER & BRAND STRATEGIST

Austin - TX

Horseshoe Bay Resort Realty 

- Created and launched a new visual brand identity and website within an aggressive timeline of 3 months.

Central Southwest Texas Development LLC 

- Created low and high fidelity wireframes to present concepts to sales, marketing and leadership teams.
- Built production ready SEO optimized web pages with custom CSS code injections in Weebly.

Rockwall Pet Rescue 

- Volunteered services for a local non-profit to redesign web presence by building production ready Wordpress web pages. Built site map, simplified navigation and a mobile optimized user interface. This has led to converting search traffic to donations and adoption inquiries across the country.

CONTACT

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 [instagram.com/beyond.curry/](https://www.instagram.com/beyond.curry/)

SKILLS & TOOLS


ADVANCED Adobe Creative Suite, Graphic Design, Print Design, Digital Advertising, Wireframing, Space planning, Moodboards, Style Guides, InDesign, Illustrator, Typography.

INTERMEDIATE Prototyping, Photography, Photoshop, Asset Management, Project Management, Social Media Campaigns, UX & UI Design.

BASIC Sketch, InVision, HTML, CSS, SEO, Wordpress, Microsoft Word, Excel

CREATIVE DIRECTOR **Gottesman Residential Real Estate**  Austin - TX Mar 2017 – Aug 2017

- Designed and launched a complete corporate rebrand campaign including a responsive Wordpress website and microsites that were optimized across all devices.
- Led the design team of 42 agents in formulating and executing the creative strategy for the company's 360° media campaign.
- Managed 5 independent contractors to implement and troubleshoot development of all websites.
- Managed and collaborated on production and implementation of ads featured in 12 print publications and online ad campaigns including Wall Street Journal, Luxe, Tribeza, Google Display Network and Facebook.

UX & UI DESIGNER **Beermapper**  Chicago - IL Jun 2015 – Aug 2015

- Created low and high fidelity wireframes to present concepts to sales, marketing and leadership teams.
- Worked in Sketch and Invision to present the app in an IOS environment.

ARCHITECT & INTERIOR DESIGNER India, Seattle 2004 – 2014

- Designed and managed 30 residential, restaurant and office spaces from conception to completion.
- Led efforts to present budgets and design proposals to individuals and leadership teams.
- Managed a group of 20 independent vendors and contractors to ensure high standards of construction with obsessive attention to details.

EDUCATION

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|---------------------------------|------------------------|---------|---------------------|
| • Startup Institute | Web Design | Chicago | Jun 2015 – Aug 2015 |
| • School of the Art Institute | Graphic Design | Chicago | Oct 2014 – Apr 2015 |
| • Rizvi College of Architecture | B.Arch in Architecture | India | Aug 1998 – May 2003 |

INTERESTS

Food photography, Cooking, Travel, Family and all things Jungle Book.

WORK ELIGIBILITY

Eligible to work in the United States and do not require sponsorship. (Permanent Resident status)

REFERENCES

References are available on request.