




# ASHMITA L. NAIR

*Designer & Creative Thinker*

## Connect

-  LinkedIn
-  Portfolio
-  Oakland, CA

## Profile

When you work with me you'll get:

- Someone who will lead, inspire and continually hone my craft
- Produce at a high caliber across initiatives and all mediums
- Seamless collaboration with anyone and everyone
- Big picture, analytical, zero-bullshit mindset
- Produce the design you want
- Fearless, obsessively meticulous and curious
- Creatively inspired by a mix of culture, art, music, and TED Talks
- Someone to dance with when you need to shake it off

## Education

*Bachelor of Applied Science*  
*Degree: Motion & Graphic Design*  
Ex'pression College for Digital Arts  
Emeryville, CA | 2014

*Associates of Arts Degree*  
*Visual Communications*  
Fashion Institute of Design  
and Merchandising  
San Francisco, CA | 2005

## Design/Web Skills

Adobe Creative Suite: Photoshop,  
Illustrator, InDesign, After Effects  
Motion Design  
Cinema 4D  
Figma  
Sketch  
Unbounce  
Webflow  
Intercom  
HTML/CSS  
Salesforce Marketing Cloud

## Experience

### *Lead Designer*

Singular - San Francisco, California | 2020

Designed and created a breadth of work for the marketing team in effort to roll out corporate branding and product design systems.

- Analyzed and met with product and marketing teams to perform and concept usability testing and gathering feedback for user expectations
- Build wireframes and prototypes around new Singular platform designs by creating right interaction models
- Close collaboration with Growth Marketing team to build and prototype wireframes and designs for landing pages, emails and A/B test variations to understand user research results and customer acquisition
- Created and spearheaded corporate marketing campaigns concept to execution

### *Art Director*

Ten-X - San Mateo, California | 2018 – 2020

Developed corporate brand redesign, evolved design language systems and brand guidelines in the form of print, digital, video, motion graphics, events and social media content and marketing campaigns. Lead in brainstorming ideas and creating interaction design systems, UX flow wireframes and user interface designs for the corporate website.

- Define brand attributes and ensure brand consistency across product design, the customer experience, working closely with Project Managers, Marketing Managers, Editors, Public Relations and Events
- Design and create the Ten-X's story, product value and messaging to resonate with audience
- Educating the Product team on brand advocacy and maintaining corporate design standards

### *Senior Visual Designer*

Viscira LLC - San Francisco, California | 2016 – 2018

Establish direction and design solutions from concept development to execution for clinical trials, pre-launch, launch and disease-state campaigns for life science companies such as BioMarin, GSK, Genetech, Exelexis and BioGen.

- Partnering closely with Account Management, Content and Engineering to develop and maintain design solutions, strategy, test and optimize product success
- Mentor other junior members of the creative team and oversight on their work
- Lead user studies and UX research to help refine and fine-tune apps towards creative solutions

### *Multimedia Designer*

LaunchSquad - San Francisco, California | 2014 – 2015

Made individual design contributions on key projects and provided design guidance through every aspect of a project life-cycle such as storyboarding, concept creation, asset production, messaging, and motion graphics. Clients include Snowflake, Decoro, Pyrus.

### *Multimedia Designer*

UC Berkeley - Berkeley, California | 2013 – 2014

Provide research assistance and other support for publication development efforts for Berkeley Resource Center for Online Education. Produced a variety of digital curriculum and communications projects.