



Varsha Govil

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Experience

Snapchat, GeoFilter Designer

Apr 2021 - Present 2022

- Led various city filter campaigns to increase user interaction.
- Designed and conceptualized 800+ hyperlocal GeoFilters for an engaging user experience in India.

The Caravan Magazine, Visual Designer

Jan - Apr 2022

- Curated editorial illustrations for magazine and web articles.
- Crafted print layouts, brand identities and style guides for various domains.

#ONE47, Visual Designer

Jun - Aug 2021

- Creatives for various key clients: Zomato, SpiceJet, Country Delight etc.
- Research and activations for community driven ad campaigns.
- Designed animations and game concepts to accelerate website interactivity.
- Branding extensions, icons and mock-ups for client proposals.

Ministry of Textiles, Publication Designer

May - Aug 2020

- Brainstormed and executed design concepts for print and digital editorials.
- Coordinated craft documentation and promotion.

Politicians of Tomorrow, UI/UX Designer

Apr - Jul 2020

- Crafted responsive website flows and interfaces on Adobe XD in 10 weeks.
- Performed user interviews and analysed the semantic data to gain insights.
- Designed logo and youtube introductory graphics.

Unschool, Graphic Designer

Nov - Jan 2020

- Crafted effective social media advertising, grabbing an entire day's sales leads within an hour.
- Collaborated with cross-functional teams for marketing collaterals.
- Organised a content repository for coordinating campaigns.
- Created signage, posters, wall decals and merchandise.

Skills

Design

Visual Design
Branding
Conceptual Illustration
Ideation
Photography

Research

Observation
Surveys and Interviews
Semantic Mapping
Competitive Analysis
Prototyping
Usability testing

Tools

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Adobe XD
3DS Max

Volunteer

- NIFT Convocation 2020 - Design Lead
- NGO Asmee - Social Media and Website Curator
- Government of Telangana - Visual Designer
- Student Networking Festival - Creatives Team
- NIFT Spectrum - Visual Design Team
- NGO Youth Empowerment Foundation - Graphics Team

Trainings

Character Design For Video Games '2020

California Institute of the Arts

Visual Elements of UI Design '2020

California Institute of the Arts

Mobile Site Development '2019

Google

Education

National Institute of Fashion Technology '2022

Bachelor of Design | Fashion Communication
SGPA: 9.4

Delhi Public School Indirapuram '2018

CBSE Board
Class XII : 94.70%
Class X : 10.00 CGPA