

# Pooja Nitturkar

[poojanittdesign.com](http://poojanittdesign.com)

Rhode Island School of Design  
BFA, Graphic Design 2020

## CONTACT

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## SKILLS

### SOFTWARE

Adobe Creative Suite  
Sketch, Figma, html, CSS  
Rhino, Maya, 3D Printing

### DESIGN

Creative Direction, Typography  
Visual communication, UIUX design  
Design Research, Color theory  
Wireframing, Prototyping  
Identity and systems design

### PERSONAL

Problem Solving, Leadership  
Critical Thinking, Collaboration  
Adaptability, Organization

### LANGUAGES

English, Hindi, Marathi

## EXPERIENCE

### SPORTSYLE GRAPHIC DESIGN INTERN @PUMA Group Boston, MA | June '19 – Aug '19

- Actively participated in creative team brainstorming sessions, conceptualizing creative directions for upcoming product launches
- Collaborated in developing decks to pitch creative directions on internal collections and with PUMA's partners including Soni c, Selena Gomez, Maybelline, and Hello Kitty
- Designed mockups and layouts for commercial deliverables and created graphic assets for social deliverables

### FREELANCE BRAND DESIGNER @poojanittdesign June '18 – Present

- Building out brand identities from the ground up for various start-ups, including Perkies, Upshot, and Crave Infusions, to emerge as leading innovators in their respective fields through strong visual communication and original identity development

### UI/UX DESIGN INTERN @Evergent Technologies Sunnyvale, CA / Hyderabad, India | June '18 – Aug '18

- Redesigned the UI and UX of the most significant modules in Evergent's product, a B2B user lifecycle management platform used by fortune 500 customers
- Developed a research plan to successfully identify Evergent's user needs, expectations, and preferences through analyzing in-person interviews, surveys, and user sessions
- Designed interface variations that were tested on users, iterated and retested for a highly refined, efficient, and user-friendly design

### DESIGNER @Impact Labs Providence, RI | Oct '18 – June '19

- Streamlined Impact Labs visual identity through strategic brand guidelines to visually align their goals
- Redesigned their website to create a more cohesive, engaging experience. In doing so, Impact Labs received the highest amount of applications they have ever received for their fellowship program

### CHANGEMAKER FELLOW @Social Enterprise Greenhouse Providence, RI | Sept '17 - June '18

- Interned at FastTrek, a social venture connecting patients to clinical trials, to redesign their brand
- Developed marketing strategies to improve the culture around clinical trials and created print and online marketing materials to promote the venture