CHAITRALI FEGADE

VISUAL DESIGNER

www.chaitralifegade.com

Navi Mumbai, Maharashtra
chaitralipf@gmail.com
+91 9820975627

SUMMARY

Hi, I am a multidisciplinary designer always on the lookout for innovative solutions and fun ways to tell stories! My areas of expertise include User Research, Illustration, and UI Design.

EDUCATION

2020 – 2022	**IIT HYDERABAD**	2016 – 2020	**SIR J.J. SCHOOL OF ART**
	M.Des in Visual Design		B.F.A. in Interior Decoration

EXPERIENCE

INDEPENDENT DESIGNER   May 2024 – Present

- **Designer at UCMAS Child Development Program**

  Redesigned the main website for a preschool chain business to attract more eyes and impart the brand values with clarity. Worked closely with the educators and marketing team on the- value story creation, content structure, verbiage and visual elements.

- **UI UX, Brand content designer, Illustrator**

  Engaged in collaboration across various sectors, including fashion, education, e-commerce, and more, to help convey their vision to the audience. Developed experiences using a variety of mediums such as a digital interface, paper or practice.

TATA CONSULTANCY SERVICES   Aug 2022 – Feb 2024
Visual Designer

- Created the Design System for multiple applications and portals. Crafted and tested elements such as- icons, cards, illustrations and buttons- with their micro-interactions.
- Conceptualized and delivered prototypes and solutions for multiple requirements across various platforms in collaboration with interdisciplinary teams, while maintaining the brand and accessibilty guidelines.

PLANKTON COLLECTIVE STUDIO   Aug 2021
Animation Intern

Brainstormed and iterated ideas with the founders to make an engaging and impactful Introduction Video for the Studio, capturing the essence of their purpose and identity.

FREELANCE ILLUSTRATOR AND ANIMATOR

- **JVD FILMS- Concept Artist** (Contract based)   Dec 2020
- **DESIGN PLUS- Illustration Intern**   June 2019

SKILLS

- Design Research
- UI and UX Design
- Branding and Illustration
- Graphic Design, 2D Animation
- Design Documentation
- Prototyping