

## ▼ WORK EXPERIENCE — 7.5+ YEARS

**Sr. Visual Designer at YugabyteDB****1 year 7 months+** (Feb 2020 - present) | Sunnyvale, CA

- » Design lead for the Yugabyte brand—web & product UX, virtual events.
- » Owner, creator and manager of the visual system, product UX flows, website redesign, design processes, brand marketing & communication, product presence — on the startup journey from stages stealth to unicorn.

**Graphic Designer at Check Point Software** (acquired Dome9 Security)**1 year 9 months** (May 2018 - Jan 2020) | San Carlos, CA

- » Design lead for the Dome9 and Check Point—web UX & events creative.
- » Owned design processes, messaging, concept and execution of all internal and external communication for the CloudGuard SaaS platform.
- » Developed a visual system applied across the brand website, booth design for multiple tech events, product-briefs, whitepapers, infographics, brand merchandise, social media campaigns, and more.

**Graphic Designer at Google Play****1 year 6 months contract** (Dec 2016 - May 2018) | Mountain View, CA

- » *Role:* Concept, design, production, project and asset management.
- » Part of the creative process across multi-functional teams for promotional marketing of Google Play gift card products tied with the Google Play Store. Assets for retailers across 30+ countries include email campaigns, advertorials, starter-kits, fixture mock-ups, iconography, and more.
- » Involved in the end-to-end production process of physical gift cards, working closely with the supply chain team over long schedules to deliver in waves to AMER, EMEA & APAC regions, while adhering to Google Play visual system and brand guidelines.

**Graphic Designer at Tailored Brands** (Men's Wearhouse)**6 months contract** (June 2016 - Nov 2016) | Fremont, CA

- » In-house designer for the e-commerce luxury brand Joseph Abboud Collection (JAC), Joseph A. Bank and Men's Wearhouse.
- » Enhanced the reach of the men's fashion brand with compelling designs including emails, pay-per-click ads, downloadable web assets, seasonal window display for the JAC New York store.
- » Art directed a style guide for Tailored Brands—the parent company, and created the employee appreciation program logo + award design.

**Art Manager at Lintas Media Group (LMG) & Lowe Lintas****1 year 8 months** (Feb 2011 - Oct 2012) | Mumbai, India

- » Designed, art directed & managed creative projects for TV shows + events.
- » Team lead for corporate re-branding of LMG to BPN—www.bpnww.in.
- » Contributed to the creative concept, strategy and content generation for marketing communication, in-film advertising, brand + film integration, client pitches, proposed TV show concepts, brand identity and logo designs.

**Freelance Graphic Designer****6 year 9 months** (June 2010 - Feb 2017) | Mumbai & SF Bay Area

- » Branding strategy, creative storytelling, UI/UX design, responsive web interface, corporate identity, marketing collateral, typography and layouts.

**Graphic Designer at Reproscan****1 year** (Aug 2009 - July 2010) | Mumbai, India

- » Sole designer on high-profile print projects—Kingfisher calendar, personalized coffee-table books, corporate catalogs, package design, wedding invites, and more.
- » Well-versed with the pre and post processes of digital printing, graphic reproduction, color coding and color correction.

EMAIL  
grishmamehtadesign@gmail.comLOCATION  
San Carlos, CA

## EDUCATION

**Academy of Art University, San Francisco**MA in Graphic Design  
(Jan 2014 - May 2017)**Northpoint Centre of Learning, Mumbai**Post-Graduate in Advertising, Media & Marketing Communications  
(July 2010 - May 2011)**Rachana Sansad College of Applied Arts & Crafts, Mumbai**BFA in Applied Arts  
(July 2005 - May 2009)

## TECHNICAL SKILLS

- » Advanced proficiency in Adobe Creative Cloud—Photoshop, Illustrator, InDesign, XD
- » Figma, Sketch, Invision, Keynote
- » Basic HTML and Javascript
- » Workfront, Asana, Trello

## ACCOLADES

- » Winner of *American Graphic Design Award* by GD USA **2018**
- » AIGA-SF Student member since **2014**
- » Best 3D Design, undergraduate college Annual Show **2007**