

▼ WORK EXPERIENCE

Sr. Visual Designer at YugabyteDB**2.5 years + (Feb 2020 - present) | Sunnyvale, CA**

- » Design lead for the Yugabyte brand—web & product UI, 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 UI & 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**1.5 years contract (Dec 2016 - May 2018) | Mountain View, CA**

- » Roles: 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 gift card package design, brand icons, emails, advertorials, starter-kits, 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, in-store package design and 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 logo, award and swag packaging.

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

VOLUNTEER

San Francisco Suicide PreventionHotline Volunteer - Crisis, Lifeline, HIV/Nightline
(April 2022 - Present)

EDUCATION

MA in Graphic DesignAcademy of Art University, San Francisco
(Jan 2014 - May 2017)**Post-Graduate in Advertising, Media & Marketing Communications**Northpoint Centre of Learning, Mumbai
(July 2010 - May 2011)**BFA in Applied Arts**Rachana Sansad College of Applied Arts & Crafts, Mumbai
(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, Monday.com
- » Microsoft Office—Word, Excel, PowerPoint

ACCOLADES

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