

Krithika Balaraman

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401-447-9595

Digital Product Designer • Illustrator •
XR Artist

About Me

I began my career as a visual designer with a love for illustration, and learned to implement these skills to create beautiful products and experiences, for screens and extended reality.

I have over five years of experience in product design and marketing. I am currently pursuing a masters in Design Engineering from Brown University and Rhode Island School of Design, with a focus on digital product design and design research.

Education

- ✦ Master of Art's Design Engineering
Brown University • Rhode Island School of Design
- ✦ Bachelor of Creative Arts
Srishti Institute of Art, Design and Technology
- ✦ Secondary
Rishi Valley School

Skills

- ✦ Conceptualisation
Design Research
Rapid Prototyping/
Creating Mockups
- ✦ Execution
Illustration
User Interface Design
User Experience Design
Visual Design
- ✦ Marketing
Usability Testing
Ideating Creative Campaigns

Work Experience

Senior Product Illustrator/ Jupiter

- ✦ Developed the iconography principle for the design system and created a new icon library.
- ✦ Used illustration to improve user experience and engagement.

Senior Illustrator/ Swiggy

- ✦ Conceptualized and implemented a content property sharing stories of the queer community as comics.
- ✦ Ideated creative campaigns to gain brand love and promote specific verticals.
- ✦ Created custom illustrations for merchandise, digital and print campaigns.

Freelance Illustrator and Designer

- ✦ Founded 'Breathe Happiness' an arts based mental wellness initiative.
- ✦ Worked on product design and marketing projects for clients.

Visual Communication Specialist/

Kantar Analytics

- ✦ Creating beautiful and innovative visualisations of client market research data.