



Harshal Moundekar

Creative Designer | www.harshalmoundekar.com | +1 (415) 849-6597 | moundekarharshal@gmail.com

Experience

PICO / Freelancer

Aug '23 — Present

San Francisco, California

Developed compelling visuals for **PICO**, including social media campaigns, and conceptualized layouts for templates in Figma adhering to brand guidelines. Leveraged AI creative platforms to enhance design processes, increasing product traffic by 20%.

Interpret LLC / Creative Designer

Jan '22 — Aug '23

San Francisco, California

Developed brand identity, redesigned the website, and managed social media campaigns for **Interpret**. Designed and maintained company websites in Figma, creating various templates.

Collaborated with team to create story-driven data visualizations and templates in Microsoft PowerPoint, using complex quant & qual data for clients including **Riot Games, Ubisoft, Bungie, and Meta**.

Handcrafted Elearning / Visual Designer

April 2021 — Jan 2022

San Francisco, California

Teamed up with the customer experience department to design digital assets and marketing materials for promoting **Revolve** conferences and events.

Conceptualized and created an eLearning course using Articulate 360 for **Fidelity Insurance**, enhancing employee training for the client.

Food Haven / Visual Designer

Nov 2020 — April 2021

San Francisco, California

Developed brand identity, social media campaigns, and primary illustration style for websites, enhancing visual consistency and engagement.

Collaborated with senior designer to create digital assets and responsive landing pages for web and mobile, resulting in a 25% increase in company traffic.

3 Step Digital / Graphic Designer

Feb 2017 — Jan 2018

Mumbai, India

Conceptualized and created character illustrations for an event launch for a client, contributed to brand guidelines, and developed digital assets.

Designed and photographed typography experiment posters for a creative exhibition project.

Digit 9.0 / Jr. Graphic & Web Designer

Aug 2013 — Feb 2017

Mumbai, India

Worked on landing pages and photo touch-ups for **Skoda**'s website and mobile app.

Created editorial designs, social media content, emailers, Google ads, and website designs for various clients, along with other tasks assigned by the Art Director.

Education

Academy of Art University

MA, School of Graphic Design

Feb 2018 — Dec 2020

San Francisco, California

Maya Academy of Cinematic

BA in 3D Animation & Visual effects

Aug 2010 — July 2013

Nagpur, India

Skills

Design tools Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD), Procreate, Microsoft powerpoint, Keynote, After Effects, Premiere Pro, Sketch.

Design Skills Design Thinking, Typography, Graphic Design Principles, Visual Storytelling, Presentation Design, Collaboration, Awareness of Design Trends.

Achievements

Adobe Creative Jam 2nd Place

Adobe HQ

Illustration design 1st Place

International Design Exhibition