

Aditi Khazanchi

USER EXPERIENCE DESIGNER

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EDUCATION

Rochester Institute of Technology

Expected Graduation 2019

Major in New Media Design (BFA)

Current GPA - 4.0; Dean's List 2015 -17

Honors Program

LEADERSHIP

Vice President & Mentor

New Media Club | May 2017 - present

Social Media Lead

Honors Program | Mar 2017 - Oct 2017

Student Government Member

Academics Committee | Feb 2016 - present

Student Ambassador

Office of Admissions | Feb 2016 - Aug 2017

ACCOLADES

Adobe Design Achievement Awards

Semi-finalist Web/App/Game Design | 2017

Featured Social AD Design

RIT Signatures Magazines | Spring 2017

Adobe Design Achievement Awards

Semi-finalist Graphic Design & Print | 2015

EXPERIENCE

School of Design, RIT

Lead Design Assistant | Rochester, NY | Oct 2017 - present

- Recruited by the Assistant Professor for UI/UX to create an online platform to help non-design faculty and students learn the principles of visual design and typography

Interactive Avenues

A digital marketing agency under IPG Mediabrands

Creative Intern | Delhi, India | Summer 2016

- Interfaced with the Creative Director to research, analyze and develop ideas that were used as the baseline for digital marketing projects for clients such as Micromax (an Indian consumer electronics company), Gionee (a Chinese smartphone manufacturer) and Bausch + Lomb
- Contributed to a variety of projects as part of a rotational program across the creative, coding, copywriting and client servicing teams; projects included banner designs, social media marketing and newsletter designs for brands such as Canon, Maruti and Sony Sports

SKILLS & TOOLS

Programs

Photoshop

Illustrator

Cinema 4D

Html 5/CSS 3

After Effects

Skills

UI/UX

Visual Design

Sketching

Wireframing

Prototyping

Basic Front End Dev.

Illustration

Motion Graphics

Social Media