

“A forward-thinking designer who strives to solve problems through research and design. Currently researching on better typography for AR headsets.”

 [twitter.com/Niteesh22](https://twitter.com/Niteesh22)

 [instagram.com/niteeshyadav](https://www.instagram.com/niteeshyadav)

 [dribbble.com/niteeshyadav](https://dribbble.com/niteeshyadav)

 [behance.net/niteeshyadav](https://www.behance.net/niteeshyadav)

## Awards/Recognition

### 25Under25 2016, Campus Diaries

Listed among 25 under the age of 25 fresh talent for outstanding performance in Art and Design in India.

### Adobe Design Achievement Awards

2016 Honorable Mention for Commercial Packaging Design.

## Experience

### Paytm | Product Designer

Jan 2017–Sept 2017

I worked on the interface of several pages in the native Paytm app along with the gaming module. I was also involved in the initial research and design of the interface for Paytm bank's ATM.

### FormZero | UI Designer (Part-time)

Feb 2015–Jan 2016

I redesigned the website from scratch to make it user-friendly for amateur users from small villages in India. And worked on minimising form filling errors by design to reduce the need for frequent customer support.

### 2x4 Inc. Beijing | Intern

May 2015–Jun 2015

I did work on the design and photography for BJJ (Beijing journal) circulated by the studio and contributed to ongoing projects. 2x4 inculcated the understanding of cross-cultural design in me.

### Inchwork | Design Consultant (Part-time)

Nov 2014–Apr 2015

During my time there I did several branding, signage and print design projects that included responsibilities starting from pitching clients to handling the projects till final execution.

### Wizcrew Technologies | UI Designer

Oct 2011–Apr 2012

I designed the UI of several websites and logos for clients across the globe.

## Education

### Master of Arts, Typeface Design

University of Reading, United Kingdom (2017-2018)

### TDi, Typography and Type Design

University of Reading, United Kingdom (Summer 2017)

### Bachelors of Design, Communication Design

National Institute of Fashion Technology, New Delhi, India (2012-2016)

## Skills

**Design:** I have been constantly learning and expanding my skill set which includes: typography, interface design, print/packaging, identity design, lettering, illustrations, photography and understanding of HTML/CSS.

**Software/web apps:** Glyphs, Sketch, Principle, Figma, Zeplin, Invision, Unity, Vuforia, GitHub, MadMapper, Adobe Illustrator, Photoshop, Indesign and After Effects. Basics of Xcode and Android studio. *I learn fast, a couple of days for new software and about a week for programming based applications.*

## Freelance Work

I have worked on a wide range of commissioned projects including UI, identity design, packaging, illustrations and lettering which are available on [www.niteeshyadav.com](http://www.niteeshyadav.com). Some notable projects for clients like:

**Snapchat:** a series of geo-filters designed for three major Indian cities.

**Sony Music:** Logo and album covers for Best of Bollywood series, featuring famous singers and collections.

**Adobe:** Poster and social media artworks designed to raise awareness about major social issues for Adobe's Project 1324.

**Adidas:** Artwork designed for the launch of Gazelle line of shoes in India.