

# Teesha Madan

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## SUMMARY

As a communication designer, I create user-centric designs through UX research and innovative brand storytelling. My expertise in conceptualization ensures impactful, engaging experiences that align with both user needs and business goals.

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## EXPERIENCE

### Interaction Design Intern

Reliance Jio

May 2024 - August 2024, Mumbai, Maharashtra

- Conducted **user research, competitor & market analysis**, and designed intuitive, accessible **user interfaces** for users with varying digital literacy levels.
- **Streamlined purchasing processes** in JioKrishi Bazar, focusing on building trust and enhancing reliability for farmers.
- **Optimized veterinary workflows** in PashuCare, enhancing UX, pitching new features, and conducting UX audits for improved operational efficiency.
- Suggested **revenue models** and iterative design improvements to enhance remote healthcare delivery for dairy farms.

### Creative Intern

McCann Worldgroup

May 2023 - June 2024, Mumbai, Maharashtra

- **Collaborated in brainstorming sessions**, contributing innovative ideas and creative concepts for a diverse client group.
- Gained hands-on experience in **content creation**, including **copywriting** and **graphic design**.
- Assisted in maintaining **brand guidelines** and supported the development of **360° marketing strategies**.
- **Participated in client design brief meetings**, formulated copy for print visuals, and contributed to **award-winning design ideation**.

### Graphic Design Intern

Virtual Pebbles

June 2022 - September 2022, Ahmedabad, Gujarat

- **Designed display ads** for various promotional campaigns, enhancing visual appeal and brand visibility.
- **Conceptualized primary design content** for clients, boosting their digital presence and engagement.
- **Curated interactive social media reels**, driving brand engagement and fostering customer interaction.

### Student Intern

Fortis Hospital

May 2020 - May 2020, Mumbai, Maharashtra

- Developed a **Mental Health awareness page** on Instagram, focusing on breaking stereotypes and promoting mental well-being.
- **Created engaging content** using graphical elements to communicate creatively and effectively.
- Successfully grew the page's engagement to **~1000 followers**, fostering an active community around mental health awareness.

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## EDUCATION

### Bachelor of Design in Visual Communication

Unitedworld Institute of Design • Gandhinagar, Gujarat • 2025

### All India Senior Secondary School Examination

Minor in Humanities • Bal Bharati Public School • Navi Mumbai, Maharashtra • 2021 • 91.4%

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## ACHIEVEMENTS

### Published a Research Paper

Shodhkosh Journal of Visual and Performing Arts Vol 5 • 2024

- Titled - Building Bridges through play - A game design approach to enhancing parent - young adult communication"

### Head of Marketing & Communication, ADI Student Chapter

Unitedworld Institute of Design • 2023

- Instrumental in effective communication and promotion of ADI events & workshops.

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## SKILLS

- UX Research, User Centric Design, UI Design, 360-degree Campaign, Brand Storytelling
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