Ina Siddiqui

Visual Designer & Art Director

Specializing in UI/UX Design and Brand Design. I've spent close to a decade, helping brands and organizations with Visual communications across areas like Advertising, Identity, multimedia and E-Commerce. My approach is research and insight driven which is way more than often backed by my love for Typography, Storytelling and Data.

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Online Portfolio
Linkedin Profile

EXPERIENCE

PwC — Senior Brand Designer

10/2023 - ongoing

Working with the global brand and product team, collaborating with EU and Asia Pacific teams and developing identity systems. Implement and enforce brand governance policies to maintain consistency in visual communication.
Working on upcoming brand evolution, including meetings with agencies and research on industry trends, competitor branding, and audience preferences to inform design decisions.

Rebecca Everlane Trust cO. — UI/UX Designer

09/2023 - ongoing

Manage design tasks for 3 UX/UI designers for Landmark team, a mobile gaming application for children to learn basic navigation, while providing parents and organizations the means to monitor safety and associated risks during outdoor exploration

Collaborate with cross-functional teams to create sprint plans, consistently achieve an 80% task completion rate through each sprint, adhering to project goals within the agile methodology. Conduct user research and competitive analysis to understand the challenges, preferences, and behaviors of target users, enabling the formulation of user journey maps and information architecture for visualizing user interactions.

Utilize Figma,Monday.com to create a design system and prototypes, ensuring alignment with accessibility standards and integrating visually engaging graphics to enhance the learning experience in mobile gaming and website browsing

Haptik — Senior Designer

04/2022 - 08/2022

Haptik develops SaaS platforms for conversational design. Demonstrated proficiency in working within a design system and brand identity that is established, such as their tech blog channel, where they generated conversations about AI design and rich media marketing.

Developed web and digital materials for product marketing. Communicate with cross-functional teams of developers and PMS to tailor B2B and internal communications.

Dentsu Webchutney — *Associate Group Head - Design*

05/2020- 12/2021

Acquire data-driven insights about product development and marketing strategy. Stay in tandem with the industry trends to craft digital marketing, maintain QA with brand guidelines, responsive design and user testing.

EDUCATION

Parsons School of Design, New York, NY — *Masters in Communication Design*

08/22-06/23

Concentration in Digital Products Design

Scuola Politecnico Design, Milan, *Visual Design Masters diploma*

09/17-07/18

Concentration in Visual Design principles and Graphics Design

Copenhagen Institute of Interaction Design, Denmark

Summer Intensive 2015

Intro to Interaction Design and HCI

National institute of Fashion Technology, Bachelor in Design

08/10-06/14

Concentration in Industrial Design

SKILLS

Digital Product Design, User Interface Design, Graphic Design skills, Typography, Design Systems, Typeface Design, Art Direction, Branding & Identity, 3d Art, Photography, Motion Graphics, Animation, Wireframing, Mobile applications, Web Design, Illustration, Packaging Design, Presentation Skills, Fine Art. Copywriting, Content Marketing, Photo editing software, Logo. Usability, Project Management, Interactive design, User Research, User Experience Design, Application design, Usability Testing, Coding, Design System, Wireframes, Design Thinking, Social Media Management

Leading a team of designers and animators for brands such as Tasva, Natural Diamond Council, Inshorts, Logitech, and UNI Cards. Managing the team's assets and organizing briefings. Worked on website and digital media for Under Armour, Logitech based on UX insights. Assisting the Creative Director on scripts and post-production. Working on case studies for brand campaigns involving research to craft stories.

Dentsu Webchutney— *Senior Art Director*

05/2019- 12/2020

Design concepts and lead meetings for client briefs based on design review and rationale. Iterations based on UX insights, media analytics and performance metrics. Helped brands increase overall leads and customer experience for Under Armour with an innovative award winning campaign. Competed in pitches and won three creative accounts.

Brainstorming on creativity, emerging technologies and cultural themes with the team. Work on Logos, Typography, grids, print, prototypes, email campaigns, video productions for brands like Nestle, Under Armour, Logitech, Revlon.

Dentsu Webchutney— *Art Director*

05/2018- 12/2019

Creative project management for brand and content creation with brands such as British Council, Whirlpool, Nestle, Indusind Bank and more. Building on user engagement for brands and creating visual consistency in marketing materials. Website, marketing emails campaigns on Product launches and creating brand consistency across channels.

Organizing team-work , meeting tight deadlines and articulating workflows for animators and developers. Level design projects with copywriters and video production, video editing, print design, maintain quality standards and make iterations.

Address Home Luxury ECommerce— *Communication Designer*

11/15 - 08/17

Art Directed shoots, editorial ideas, photographs & stories for website and brand campaigns. Instrumental in business development and e-com sales by 60% , becoming a key player in Indian Luxury Home. Delivered UI for reward strategy, digital loyalty for brand development for web ,mobile and emailer. platforms

Documenting indigenous production processes in craftsmanship, textile design and materials. Conduct market research, identify aesthetics, cultural influences and inform marketing objectives for sales enablement.

Swarovski & Paolo Zani— *Concept Designer*

06/14 - 08/15

Worked as a collaborative resource for Dorma, in which I partnered at Swarovski and with Italian Designer Zani to create a capsule collection from ideation to prototyping and final mass production. Developed the packaging, jewelry website design and marketing programs for it.

Dorma Kaba— *Concept Designer*

06/14 - 08/15

Physical access systems and cybersecurity industrial design. 3D Prototyping in 3ds Max and Rhino to create a yearly range of door accessories. Developed marketing material and package design along with Technical spec design, prototyping in wood and 3D Printing.

DESIGN TOOLS

Adobe Creative Suite, Visual Code, HTML, CSS, Github, Cinema-4d, After Effects, Slack, Videography, Glyphs App, Color accessibility, Asana, Adobe Indesign, Google sheets, Invision, Vanilla Javascript, Adobe Photoshop, Motion Design, Keynote, Google slides, Adobe XD, Powerpoint, Wordpress, Indesign, Microsoft Powerpoint, Keynote, Facebook, Figma, G Suite, Miro, Sketch, Microsoft Office, Google Suite, Notion, Office Suite Software, Adobe Illustrator

AWARDS

Merit Scholarship - Parsons School of Design/ Masters-2022

Kyoorius Creative Awards- Integrated Campaign Design- Under Armour 2020

Merit Scholarship- Scuola Politecnico di Design, Milan-2018

Graphic Designer for an NGO Make a Difference- Fundraising for jobs and mentorship of kids from shelter homes-2012-2013