

# Hardik

## Education

Sep 2023–  
Jun 2025

**Savannah College of Art and Design**  
M.F.A Service Design, Savannah, Georgia, US

Jun 2019–  
Jun 2022

**St. Xavier's College (Autonomous)**  
B.Sc. Geology, Mumbai, Maharashtra, IN

## Experience

Arp 2024–  
Present

### Student Media Operations Aide

Savannah College of Art and Design, Savannah, Georgia

Organize, coordinated and manage meetings for various programs and student led publications at SCAD, along with pitch facilitation and progress updates of different functioning departments.

Support publications web-presence and manage equipment inventory lists. Aide in Student Media leadership training and weekly check-ins with Director. Additional responsibilities include supervising media coverage for SCAD events.

Jan 2021–  
Jun 2023

### Graphic Designer

ZingHR - Cynergis Infotech Pvt. Ltd., Mumbai, Maharashtra

As a visual designer, I led the design of company collaterals & marketing visuals. Strategized & brainstormed impactful marketing strategies for the company product.

Through my graphic design skills I established a strong corporate presence. Additionally, I crafted user-friendly training content for the Learning Management System (LMS) of renowned companies like Emirates Flight Catering (EKFC) to enhance user engagement and usability of our digital product for our clients.

Sep 2020–  
Aug 2021

### Executive Head - CFW

Indian Music Group, Mumbai, Maharashtra

Led the web presence and social media management for IMG as the Executive Head for **Creatives, Website, and Filming**. Role majorly revolved around building a credible visual image of the organization.

Supervised department volunteers, enhancing leadership skills and fostering teamwork. Coordinated and actively collaborated with co-executive heads in the Indian biggest student-led Indian classical event, Janfest.

Jan 2019–  
Jun 2019

### Motion Design Intern

Minimalist Pvt. Ltd., Mumbai, Maharashtra

Actively contributed to projects and developed skills in animation, visual storytelling, and graphic design.

Collaborated with experienced professionals, honing abilities in creating engaging motion graphics and gaining practical experience in the dynamic field of motion design.

## Recognitions

### Academic & Merit Scholarship

Savannah College of Art and Design  
Fall 2023 - Spring 2025

### Indigo Design Award Winner

Project - AskRyan  
2 Gold, 6 Silver & 3 Bronz Medals  
UXDG 701 Theory of Interaction Design  
Savannah College of Art and Design  
Fall 2023

### Chief Marshall

Designated Deciplinary Leader  
Maharana Mewar Public School  
Jun 2018 - Jun 2019

## Expertise

### Quantitative Research

Preliminary survey design & analysis,  
custom UX concept acceptability metrics,  
Affinitization & Prioritization metrics

### Qualitative Research

Interview Moderator, Contextual  
Interviews, Usability Testing, Observation  
Studies, Affinitization, Job Mapping, User  
Journeys, Workshop/Focus Group  
Facilitaion, A/B testing, Mapping Systems  
Business Model Canvas, Mapping  
Journeys, Sysnthesis & Analysis

### Visual Communication Design

Interface Design, Motion Graphics,  
Kinetic Typography, Visual Story Telling,  
Graphic Design, 3D Modeling

### Generative Tools

Figma, Sketch, MURAL, Illustrator  
After Effects, Premiere Pro, Photoshop,  
Indesign, Dimension, Invision, Generative AI  
Teams, Zoom, Office Suite

## Interests

Pianist, Painter, Sketch Artist,  
Food enthusiast, Photographer,  
Fashion, Science & Technology,