

AKHIL CHOPRA

DESIGN STRATEGY | VISUAL DESIGN

 www.choprakhil.com

 ac@choprakhil.com

 917.518.9526

SKILLS

Visual Design
Design Research
Design Strategy
Brand Strategy
Business Development
Design for behavior change
Systems Mapping
Project Management
Human Centered Design
Rapid Prototyping
Design Thinking Toolkit
Creative Direction

Software Skills

Adobe Creative Suite
Sketch
Invision App
Invision Studio
Principle
MS Office
Wordpress
Cinema 4D

Soft Skills

Creative Problem Solving
Quick learning
Adaptability
Critical Thinking
Storytelling
Mentoring

VOLUNTEERING

New York
Build.org
Taproot Foundation

New Delhi
Sivananda Yoga

INTERESTS

Professional
Visual Design
Brand Strategy
Design Strategy
Designing for Behavior Change
Business Strategy

Personal
Playing the guitar
Yoga
Doodling
Street Art/Murals

EDUCATION

MS in Strategic Design & Management

Parsons School of Design

Aug '16 - May '18
New York, NY

Team Lead, Design Intelligence Conference 2017
Marketing Manager, LEAP Entrepreneurship Club

Bachelor of Journalism & Mass Communication

GGS Indraprastha University

Aug '09 - May '12
New Delhi, India

Lead Designer, Spandan 2011 (Annual Cultural Festival)

EXPERIENCE

Terreform 1 | Design Consultant

New York | Sep '18 - Present

Working on defining their current strategy in terms of services they offer, user-experience strategies, brand and website rewamp.

Chexology | Independent Visual Designer

New York | Sep '18 - Present

Developed animated illustrations for the sales deck and website to convey the features of the service. Working on evolving the communication and tone of the brand.

Cogni Inc | Freelance Visual Designer

New York | Aug '18 - Sep '18

Designed branded merchandise and developed visual styles for campaigns and future communication.

Parsons School of Design | Student Assistant

New York | Aug '16 - May '17

Worked with Strategic Design & Management department directors and managed the marketing and communication for the department. Responsibilities included managing the department's social media, website, planning for events and designing marketing collaterals. Also co-lead the Design Intelligence Conference committee.

Versatile Strategics (P) Ltd | Design Team Lead

New Delhi | Jun '15 - Jul '16

Gained extensive leadership experience through managing a team of motion artists, video editors and graphic designers. Developed brand strategies and identity for general entertainment TV channel *Myna TV*.

Foxymoron | Assistant Team Leader (Design)

New Delhi | Jun '14 - '15

Developed digital brand strategies for a body of clients including Viber, Jim Beam, Penguin India, Castrol, McVitie's and The Body Shop. Led and managed a team of visualizers, while working closely with the strategy and content teams. Campaigns worked on: Viber #VibeTheGoal, Viber Public Chats, Cotton Council International: Cottonwaala.

ACHIEVEMENTS

Graduate Scholarship

New York | Aug '16 - May '18

President's Scholarship for MS SDM program at Parsons School of Design.

Semi Finalist | Godrej Design Lab 2016

New Delhi | 2016

Submitted a lighting fixture 'hornest' reached the semi final level of Godrej Design Lab 2016.