



tushar agarwal

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## Work Experience

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### Autom Mate - Remote

#### Lead Product Designer • June 2022 - Present

Currently working with AutomMate as a full-time contractor. I'm responsible for defining the User Experience of Autom Mate post it's MVP launch.

### FlyFin AI - Remote

#### Product Designer • Dec 2021 - May 2022

FlyFin is a US based consumer startup automating taxes for freelancers and self employed. Designed multiple product features for their web and mobile platform.

### StatusNeo Inc. - Gurgaon, India

#### Consultant • Jan 2021 - Dec 2021

I was appointed as the Design Consultant to carry out various projects for Reliance Jio and several other clients (McKinsey & William Hills)

Projects: AI/ML Marketplace (Jio AI CoE), McKinsey & Company (ODE), William Hills (Internal Backstage)

### Kiyou - Remote

#### UX/UI Designer • Jul 2020 - Jan 2021

Built a menstrual cycle tracking application for multiple platforms. During this "period" (pun intended) time was spent on qualitative research, design hypothesis, building interface and branding work along with visual guide.

### PUMA India HQ - Bangalore, India

#### Concept VM (GP) • Dec 2019 - Jun 2020

Appointed as a Graduation Project intern. Reported to Head VM and worked on multiple projects which are live even today. Was offered a PPO.

### Genesis Luxury - Gurgaon, India

#### VM (Intern) • May 2019 - Jul 2019

Appointed as VM Intern for multiple Luxe Fashion Houses based in Europe. Reported directly to the Head VM.

Major Projects: Giorgio Armani Achkan Project and TUMI Chris Pratt Outpost.

## Education

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### National Institute of Fashion Technology

2016 - 2020

Bachelors of Design, Product Design

8.76 GPA, Graduation Project

### Maharana Mewar Public School

Class of 2015

HSC, Commerce w/ Maths, 10+2

### CMT Association

Chartered Market Technician, L2C

## Skills

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### Design

Information Architecture, Interaction Design, User Research, Usability Testing, Wireframes, Task Flows, Competitive Analysis, Heuristic Analysis, Visual Design, Prototyping, Video Creation

### Collaboration

Self-starter, communicative, detail-oriented, team player, Agile

## Projects

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### Credhive Fintech (P) Ltd.

Feb 2024 - Jan 2025 • Client Project

Laid CredHive foundation from the ground up; turning complex financial data into intuitive dashboards and actionable insights for institutions.

### EY Spotmentor x Zigital

2022 - Client Project

Worked with Zigital to design and integrate their community based platform with Ernst & Young's product Spotmentor.

## Work Experience

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### [TEDxShivajiCollege](#) - New Delhi, India

**Creative Head** • Mar 2018 - Aug 2018

Responsible for the creative content for the first ever TEDx at ShivajiCollege. Event was held on 24, August, 2018 and had great personalities as speakers - Mohammad Kaif, Shruti Sharma, Dr. Niladri Chatterjee to name a few.

### [PUMA India HQ](#) - Bangalore, India

**Visual Merchansiding Intern** • May 2018 - Jul 2018

Began with my first visual merchandising experience. I reported directly to Sr. Manager - Concept VM, under whom I did few projects:

- Developed Planograms from scratch of the AW'18 Season for 64+ stores A/A+ Doors across the country.
- Designed a PDQ Display Elevation of the Football BU (Future) for 10+ B&C Partner Doors.

### [NYX Wolves](#) - Remote

**Lead Graphic Designer** • Sep 2017 - Dec 2017

Started working with NYX in the early days of the company when whole team could fit in a 4x4. Provided them with graphic content across the globe with strong deadlines for bulk distribution, email dripping and various social media campaigns.

### [ClayBrains Design](#) - New Delhi, India

**Graphic Design (Intern)** • Jun 2017 - Jul 2017

Working directly with the co-founders, putting my ideas on desk and conceptualizing them for further utilization by cllients was fun - Brand Identity, Advertisements and Product Packaging.

Major Clients: Mederma, Juteberry.

## Minor Experience

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### [Om Glass Works Pvt. Ltd.](#)

**Industrial Trainee** • May 2018

Attended Industrial Orientation at one of the India's leading glass manufacturers led by Chairman Sh. Pradeep Kumar Gupta where I learnt about the LEAN glass manufacturing process, sampling, product generation and documented factory analysis for the board.

## Projects

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### [RPA + iPaaS Platform](#)

**2021 - IT Company (Turkey)**

Led Re-design for IT Hero's (Turkey) new product "Autom Mate". Worked closely with their CTO & Product Team to enhance product features and meet business goals.

### [Jio AI Exchange](#)

**2021 - StatusNeo Inc.**

Built the UX Architecture and Product for an upcoming AI/ML platform by India's biggest telecom company entering into AI space. Currently the product is in development stage.

### [Kiyou, Mobile App](#)

**2020**

Led the Product Architecture and Design of kiyou's menstrual cycle tracking app for users below 40 years of age.

### [PUMA - FOC & SIS Guidelines](#)

**2020**

Created first ever FOC and SIS Guidelines for PUMA's Key Accounts and Factory Outlet doors to bring efficiency in store staff training across country, ONO and Partner Doors.

### [PUMA - Product Displays](#)

**2021**

Designed few product displays, windows and in-store design collateral for major launches in 2020 - PUMA x Hundreds; X-Ray, Speed Orbitor, PUMA Select.

### [Mederma](#)

**2017**

Designed marketing collaterals for world's renowned scar cream brand Mederma for their PAN India presence - Flyers, posters and banners.

### [Juteberry](#)

**2017**

Worked on branding for Calcutta's sustainable bag brand under Design Startup during my internship.

## Other Information

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**Udaipur, India**

Current Location

**[www.linkedin.com/in/agarwalt/](https://www.linkedin.com/in/agarwalt/)**

Linkedin

**[www.agarwaltushar.com](http://www.agarwaltushar.com)**

Portfolio Website

(Password: design@tushar91)

**[www.behance.net/agarwaltushar](https://www.behance.net/agarwaltushar)**

Behance

## Projects (Non Commercial)

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**PUMA UX Revamp**

**2020 - Personal Project**

Redesigned the UX of current ecommerce landing page during my official stint at the brand.

**ICICI Bank Re-Design**

**2020 - Personal Project**

Redesigned the ICICI Mobile Banking App to bring a fresh mobile banking experience for India's second largest private sector bank.

