



Ashwini Hiremath

Passionate communication designer dedicated to creating without fear, weaving innovative narratives at the intersection of education, brand solutions, and interactive information design.

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Learnings

Education module design

Information Design | IDC IIT BOMBAY

Empowering young minds through creativity, information design, and interactive workshops: Led engaging sessions at Udayanchal School (Godrej Primary School), creating modules that bring United Nations Sustainability Goals to life for children.

Nature Embedded

Exhibition Design | IDC IIT BOMBAY

In the "NATURE EMBEDDED" exhibition design project, I curated the ground floor, seamlessly integrating 3D installations, infographics, and insightful research on signs and symbols, crafts, paintings, sculptures, and architecture. This comprehensive approach aimed to explore the rich historical narrative of human interaction with nature on a global scale and specifically within the context of India.

State Clean Energy Transition Tracker India | Scetti

Branding and Interaction design | Subak fellowship

Leading the creation of a comprehensive brand identity, pioneering data visualizations, and developing information systems, while establishing a fresh framework for policy and technically driven data on India's electric supply.

At its core, Scetti embodies the culmination of this initiative, seamlessly integrating UX/UI design principles for a truly immersive and user-friendly experience.

Hard skills

Research & Product Development

Information architecture, journey maps, accessibility, contextual inquiry, interviews, competitor analysis, personas, interview methodology, paper prototyping to high-fidelity testable mockups, A/B multivariate testing, and surveys.

Graphic Design

Branding, publication, editorial, posters, brand manual, typography, design thinking, environmental graphics, product graphics, illustration, visual merchandising, and packaging.

Qualification

D.J Academy of Design

Under graduate diploma in communication design
June 2012 - July 2016

IIT BOMBAY | IDC POWAI

Semester exchange program
October 2015 - June 2016

Experience

Microsoft India (R&D)

Lead communication designer

May 2021 - November 2023

4/4 Experiences

Lead graphic designer

March 2020 - April 2021

BRnD Design Studio

User interface Designer and Brand designer

March 2019 - March 2020

Microsoft India (R&D)

Communication Designer

February 2018 - March 2019

IIT Bombay | IDC Powai

Researcher and exhibition designer

June 2015 - January 2018

Teaching

Visiting Faculty

- National Institute Of Design | Haryana
- IIT Bombay, IDC
- Silica Institute Of Design

Skills

Software Skills

- Adobe Creative Suite
- Figma
- Miro
- Visio
- Microsoft Suite