

Hello, I'm Ayesha Vinayak.

As my entry point into design and media, creating graphic visual work has been central skill for many years. However, recently I have discovered my analytical and problem-solving skills are also suited to my growing interest, involvement in interaction design, as well as design research, planning and creating experiences. Over the course of years, I have explored extensively while freelancing work in India and the United Kingdom and am currently pursuing my second masters degree in Interactive arts and experiences.

Let's get to know each other,

ayeshna19@icloud.com / 07741336021
12/3, Thornreeside, Easter rd. / Edinburgh Eh6 8FE

ayeshna19@icloud.com
07741336021
12/3, Thorntreeside, Easter rd.
Edinburgh Eh6 8FE

Get in touch.

Ayeshna Vinayak.

Education

2013-2017

B.DES Fashion communication

National Institute of fashion
communication

2018-2019

MFA International Events Management

Manchester Metropolitan University

2020-Current

MFA Interactive Arts & Experiences

Edinburgh Napier University

Design skills

Adobe Photoshop ●●●●●●●●

Adobe Illustrator ●●●●●●●●

Adobe Indesign ●●●●●●●●

Adobe Flash ●●●●●●●●

Adobe Lightroom ●●●●●●●●

Google SketchUp ●●●●●●●●

Auto CAD ●●●●●●●●

MS Office Suite ●●●●●●●●

Sketch (UI/UX) ●●●●●●●●

Other skills

Illustriation ●●●●●●●●

Branding ●●●●●●●●

Binding & crafts ●●●●●●●●

Online portfolio

behance.net/ayeshna31

Experience

Apple Edinburgh

(Aug 2021 - Current)

Specialist

As a specialist I have various roles ranging from providing the right solutions and getting apple products to the customers. The role also includes advising, selling and setting up new devices. I am also expected to support other team members in maintaining visual merchandising. I share knowledge and provide assistance with new technology. I develop positive relations with customers and discover business clients to forward the account to the business team. I even provide personal training for new customers with advice and solution on the spot, using my existing knowledge about the various apple products.

Freelance Graphic Designer

(Jan 2020 - Aug 2021)

Worked on various projects

As a freelancer I have undertaken various projects with different brands and created successful brand designs including logo design, basic branding, social media posts, stationary hero design, hoardings, postcards and support graphics for websites.

Being a freelance designer has provided me with an insight in not just designing but also how to manage clients, understand the brief better, balance finances with the work, provide exceptional service to ensure client's return creating positive work flow and how to run a profitable service.

Nittin Keni Creations Pvt. Ltd.

(Oct 2018 - Dec 2019)

Assistant Art Director

My responsibilities as an assistant art director consisted of working in a team of five in various projects. These projects were mainly short films and advertisements for television. Working with a creatively driven team enabled me to voice my ideas and have a practical opinion in situations. It also prepared me to think on my feet in situations such as an extra frame addition in the middle of shooting the film, we had to come up with a set design on the instant and execute it while maintaining the quality. My experience here made me a better team worker and stronger as professional designer.

Element Events

(June 2018 - August 2018)

Event sales representative

Working as an event sales representative I was working on the field on the super card pop events for driven sales. I successfully executed pop events and one of their primary duties was maintaining relationships with key vendors throughout the event's lifecycle. I also gained an understanding on keeping everyone happy and productive throughout the event planning process with good verbal communication and conflict management skills. I also created materials necessary for the event, such as posters, invitation cards and any other type of branded material.

Hotel Football

(January 2018 - May 2018)

Events Assistant

It was a dream to work in the hotel football which stood right across the Trafford stadium in Manchester. I was assisting with creative decisions, attending all meetings to act as a second point of contact, Ad-hoc duties at events including, guest list management, showing guests to tables and taking coats. This exciting role I was working on many diverse projects from sporting events and garden tours to parties and formal dinners. I joined a passionate team who was focused on great customer service and stewardship and taught me excellent skills in organisation and time management to ensure the smooth running and timely delivery of the full programme.

ayeshna19@icloud.com
07741336021
12/3, Thortreeside, Easter rd.
Edinburgh Eh6 8FE

Get in touch.

Ayeshna Vinayak.

Achievements

- Recieved second prize all over India for Design Sutra competition under the category "Poster Design".
- Worked with Country Living Christmas Festival, Glasgow in 2018 under the organising team.

Interests

Photography
Doodling
DIY Crafts
Music
Docuseries
Netflix
Cricket

Experience continued

OML Entertainment Pvt. Ltd. (January 2017- June 2017)
Event Design Intern

I worked at OML as event design intern for the graduation project in my university. During the 6 month internship programme I worked with the design and events team together. I created virtual design plans, meet with vendors, collaborate with event planners and ensured completion of design elements by the deadline. I was an active part of the design team in the designing, planning and the execution of the YouTube Fanfest (2017). I also took the responsibility of the exciting role to work as an assistant on the Bacardi NH7 Weekender (2017), an event which is among the largest South Asian Festivals in India.

REAP APP (April 2016 - June 2016)
UI/UX Intern

As an UI/UX intern I created user-friendly interfaces that enabled users to understand how to use complex technical products. Working there I participated in user research and interaction studies, translated user stories and business requirements into effective designs, design sitemap, wireframes, prototypes and UI. I also worked with Visual Designers to evolve the brand identity style guide for the application. Working here I learnt to work in a fast paced, innovative and driven environment while allowing me to become more adaptable and passionate.

References

2018/ Manchester Metropolitan University/ Manchester
Anne Milan
0161 247 2502 | a.milan@mmu.ac.uk
Senior Lecturer, School of tourism, Events and hospitality mangement.

2017/ OML Entertainment Pvt. Ltd. / Mumbai
Nikita Padmanaba
+91 22 655560893 | nikita.p@oml.in
Head - Human resource department.

2016/ Workcell solutions/ Mumbai
Premjeet Kumar
+91 23 843450698 | K.premjeet@reap.in
Co-founder workcell solutions Pvt. Ltd.