

Chandana Mekala

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Experience

Oddbuds Studio - Bangalore, India

Sep 2021 - Mar 2023

Creative Director

- Responsible for developing and executing the brand strategy across all touchpoints, creating brand guidelines, and ensuring consistency across all marketing materials of multiple brands
- Mentored and led a team of designers and copywriters to deliver high-quality work that aligned each client's vision and mission statement within specified timelines and budgets.
- Oversaw the creative development and execution of multiple projects simultaneously and effectively communicated with clients and all departments (including marketing and operations) through the design process.

Readit - Bookclub App

Sep 2020 - Dec 2020

Freelance UX Designer

- Designed a book club app - "Readers" for a client in Canada. User Research, Design Thinking, Wireframing, Prototyping and User Testing. Followed the Lean Startup approach : MVP & Rapid iterations. The company is currently looking for investors and is working on developing the app.

Freelance Graphic Designer

Mar 2020 - Aug 2021

Social Media Content Creation + Branding

- Conceptualized and created a range of social media graphics, including informative posts, infographics and user interactive content for specific audiences and platforms in collaboration with cross-functional teams, leadership and stakeholders to develop a content strategy and content calendar based on audience analytics.
- Created brand identities for multiple brands in the F&B and wellness sectors both individually and in collaboration with other freelance designers

Freelance Architect - Fairfax, VA

Aug 2019 - Jan 2020

Architectural Designer

- Landscape Project (Residential) - Tools used : AutoCAD, Sketchup, Revit

Inspirational Architects - Bali, Indonesia

Jan 2019 - Jun 2019

Architectural Design Intern

- Sustainable Architecture : Rammed Earth & Bamboo Architecture for Uluman Eco Luxury Resort in Bali - Tools used : AutoCAD, Sketchup, Revit, V-Ray

Visual Designer

I'm an Architect turned Graphic + UX designer based remotely in Atlanta, GA. Currently enrolled in the Memorisely UX/UI Design Bootcamp.

Education

UI/UX Design Bootcamp

Memorisely with Zander Whitehurst

March 2023 - July 2023

Remote

Bachelor of Architecture (B. Arch)

B.M.S. College of Architecture

August 2014 - August 2019

Bangalore, IN

Introduction to Industrial Design + Sketching and Rendering for Design Thinking

Rhode Island School of Design

June 2017 - August 2017

Rhode Island, USA

Skills

Toolstack

Adobe Suite (specialized in Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Miro, Loom, Slack, Notion, Sketchup, AutoCAD

Focused on

User Research, Remote Ideation, Remote Facilitation, Rapid Prototyping, Design Systems, Interface Prototyping

Certifications

Google UX Design Professional Certificate - Coursera

UI/UX Bootcamp - Memorisely

The Complete Guide to 3D modeling with Blender - Udemy