

# BHAVYA KUMAR

[www.decodesign.studio](http://www.decodesign.studio)  
bhavyaak1996@gmail.com

+61 478894452  
Melbourne, Australia

## EDUCATION

**RMIT University**  
Melbourne, AU | Dec 2022

Masters of Communication Design  
GPA: 3.5/4

**Amity University**  
Haryana, IND | Aug 2018

BA (Journalism & Mass Communication)  
Computer Forensics & Cyber Security (Minor) | GPA: 8.3/10

## CERTIFICATE

**Apple Foundation Program**  
RMIT University | 2023

- Acquiring and applying expertise in designing and developing iOS applications
- Skills acquired: Swift Coding, Xcode, Design Thinking

## WORK EXPERIENCE

**Creative Team Co-ordinator**  
VicWISE  
Jun, 2023 - *present*

- Provide ongoing website maintenance, updates, and support as required and collaborate with cross-functional teams, such as developers, content creators, and graphic designers, to ensure seamless website integration
- Collaborate with internal stakeholders or clients to understand project requirements, objectives, and timelines

**Retail Associate**  
Industry: Fashion and Retail  
Jan, 2022 - *present*

- Creating exceptional customer experiences and cash handling
- Collaborating with the team and ensuring a visually appealing store environment
- Implementing strategies to enhance store performance and displays

**Design Consultant**  
Multiple Clients  
Jan, 2020 - *present*

- Working closely with the client and creative directors to ensure a cohesive and client-focused design approach
- Ideating and implementing visual concepts, design strategies, content and social media strategies across different media platforms
- Creating and designing visual assets like logos, brochures, social media posts, presentations, websites, and other marketing collateral while ensuring the content is engaging and aligns with the brand's values and tone

**Communication Designer**  
NH Memorial Drive  
Oct, 2020 - Dec, 2021

- Oversaw branding, content, social media, and website design throughout the project's lifecycle
- Meeting with the stakeholders and event organisers to analyse requirements, project timelines and progress
- Produced high-quality UX design solutions by utilising wireframes, flow diagrams, storyboards, site maps, and visual mock-ups
- Maintained and updated the project's website while creating compelling content and copy for social media

**UI/UX**  
Excellence Golf Management  
Aug, 2021 - Nov, 2021

- Developed content aligning with the brand's tonality and brainstorm the overall visual identity of the brand (logo, UI components, etc.)
- Implemented wireframing, prototyping, and user journey techniques to finalise the user interface flow
- Developed and maintained the final website

## Brand Executive

SilverPush

July, 2019 - March, 2020

### Design:

- Created social media posts, stories, and weekly newsletters that aligned with the brand's identity
- Designed the pitch decks, ensuring effective and precise communication of complex data and insights

### Content & Strategy:

- Analysed data and market trends to optimise content strategy for brands like BetterButter, Birkenstock, NewU, etc.
- Created high-quality and engaging blog posts, social media content, and newsletters while collaborating with cross-functional teams to ensure consistency with brand messaging

## PROFESSIONAL TRAINING

### Social Media & Copywriting

GroupM - Wavemaker

May, 2018 - Nov, 2018

- Assisted the senior Social Media Manager in managing social media accounts for prominent brands, including FabIndia, Amway, and John Players
- Scheduled posts and crafted compelling copy that resonated with the brand's intended audience
- Ensured successful implementation of social media strategies and initiated conversations to foster audience engagement and enhance brand recognition

## INDUSTRY PROJECTS

### RMIT ABC Fact Check

Data Visualisation

March 2021

- Developed a collection of data visualisations for the prospective client, RMIT ABC Fact Check conducted thorough research and created a series of visualisations well-suited for dissemination on social media

### Digital Ethnography

Research Center

Publication Design

April 2021

- Developed and implemented a human-centred experience to foster engagement between DERC's community and the wider world
- Identified and strategised a distinctive approach by designing a digital magazine to showcase DERC's narrative, promoting their research endeavours, meanwhile cultivating connections with external communities and internal stakeholders

### Social Innovation Hub

Service Design

April, 2022 - June, 2022

- Conceptualised and implemented a service design strategy using methods like interviews, storyboarding, customer journey and experience mapping, expectation mapping, graphic notions, resource mapping, cultural probes, etc.

### RMIT First Site Gallery

Exhibition Design, Project

Management

Sept, 2022 - Oct, 2022

- Evaluated practical considerations for exhibition design by collaborating with interdisciplinary teams to execute the project
- Managed teams while creating and maintaining project plans, scheduling tasks, identifying project risks and installation

## TECHNICAL PROFICIENCIES

### Design

Design Strategy & Research  
Service Design  
Human-Centered Design  
Publication Design  
Presentation Design  
Information Design  
UI/UX Design

### Tools

Adobe Creative Suite  
Adobe XD  
Microsoft Office 365  
Figma  
Team Collaboration Software  
Sketch  
SwiftUI

### Additional Skill Set

Project Management  
Content Strategy  
Marketing  
Research  
Stakeholder Management