

Esha Morakhiya

Contact

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LinkedIn

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Portfolio

eshamorakhiya.com

Education

2022-2024 DEANS LIST 3.87 GPA

BFA Integrated Design

The New School, Parsons

2020-2022

BA in Architectural Studies

The University of Hong Kong

2018-2020

International Baccalaureate

Island School. Hong Kong

Skills

- **3D Motion Design**
 - AutoCad
 - Rhino
 - Blender
 - Maya
 - Unity
 - 3D Prompt Engines
- **Graphic Design**
 - Adobe Creative Suite
- **UI/UX Design**
 - Figma
- **Photography, Videography**
- **Physical Computing**
 - Arduino Uno, C++
- **MSoftware, iWork Suite, Miro, Google Workspace**

Languages

- **Native:** English, Gujrati
- **Advanced:** Hindi, French
- **Proficient:** Thai

Summary

Passionate interdisciplinary thinker dedicated to leveraging insights from diverse sectors to drive social impact. Proven ability to navigate client needs adeptly through independent problem-solving and cross-disciplinary teamwork.

Work Experience

April 2024 - May 2024

[The World Bank](#) | New York City

Consultant: Human-Centered Research & Graphic Design

- Developed persona templates to communicate psychographic data from field research and populated with technical content for comprehensive reports
- Provided graphic design support to stylise technical content in **Figma** and **InDesign**, ensuring a cohesive and culturally appropriate final deliverable in both English and Lao.
- Enhanced the field research report with stylized personas, tables, and graphs, effectively communicating key findings and supporting evidence-based innovations in primary health care.

May 2023 - Aug 2023

[The Craftsman Agency](#) | New York City

Intern: Product Designer

- Conceptualised and designed for 6 ad campaigns and developed marketing collateral and adverts for **Cisco, Anomali, VMWare, Mercury and Marvel Studios**.
- Interpreted 24 creative ideas for the client brief, under the direction of the Creative Director, and translated them into diverse advertising campaigns using **Figma, Illustrator, Photoshop and InDesign**.
- Developed a 3 month long collaborative project to teach design principles to non-designers to streamline creative processes and to effectively communicate client briefs.

July 2021 - Sept 2021

[Labelless](#) | Hong Kong

Intern: Product Designer

- Collaborated with the co-founder and designed a website on Adobe XD for a cross-border logistics company (<https://www.floship.com/>) for both desktop and mobile. Designed 19 icons, 7 CTA buttons, and 3 illustrations.
- Creative directed e-commerce product photoshoots that **garnered 40,000 impressions** and assistant photographer for editorial photos.
- Strategically produced content to align with brand identity and target audience preferences, driving a **57% increase in engagement** and enhancing overall online presence. Implemented data-driven optimizations based on monthly KPI reports to enhance performance and drive results.

Relevant Courses

September 2023 - May 2024

New York City

Thesis: Empowering Immigrants through Virtual Mindfulness

- Conceptualized and developed **AuraAid**, a customizable virtual environments dedicated to mindfulness utilizing **Unity, Blender, and Mozilla Hubs**
- Led user-research initiatives, collaborated with interdisciplinary experts, and iteratively prototyped and tested designs to ensure cultural competency.
- Aims to address access barriers and stigma while promoting inclusivity and privacy within the South Asian community.
- **Awarded Parsons Graduate Student Research Fund by the Dean's Council**

January 2023 - June 2023

New York City

Reimagining Healthcare: [The World Bank](#)

- Collaborated to conceptualize, design, and develop a people-centred primary healthcare design prototype.
- Designed an interactive and engaging toolkit to empower young women in Kaduna, Nigeria to effectively understand women's health.