

# MOLLY MITTAL

## Product & Visual Designer

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## PROFESSIONAL SUMMARY

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Award-winning multidisciplinary designer with 4+ years of experience in UI/UX design, art direction, and visual storytelling. Recognized with National Gold ADDY Award and International Design Awards for exceptional work in digital design and branding. Led creative strategy and execution for industry leaders including Pfizer, Johnson & Johnson, and high-growth startups across healthcare, ed-tech, and lifestyle sectors. Expert in accessibility-first design systems (WCAG/ADA), Figma, and Adobe Creative Suite. Proven track record of increasing user engagement, reducing development time, and delivering pixel-perfect interfaces at scale.

## CORE SKILLS & TECHNOLOGIES

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**Design & Strategy:** UI/UX Design, Product Design, Interaction Design, Visual Storytelling, Art Direction, Branding, Microinteractions, Accessibility Design, Design Systems, Cross-Platform Design, Information Architecture, User Research, Wireframing, Prototyping, Usability Testing, A/B Testing, Design Thinking, Design Sprints, Storyboarding

**Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), Procreate, Miro, Final Cut Pro, Keynote, Microsoft Office (PowerPoint, Excel, Word), Asana, Jira, Google Workspace, Generative AI Design Tools

**Standards:** WCAG 2.1, ADA Compliance, Responsive Design, Agile/Scrum Workflows

## PROFESSIONAL EXPERIENCE

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**Independent | Freelance Creative Designer** | Aug 2024 – Present

*End-to-end branding, UI/UX, and marketing design for travel and lifestyle brands.*

- Crafted full brand identities and UI/UX for **TrotterIt**, a travel discovery platform - spanning logo, design system, app screens, and marketing collateral.
- Developed visual identity, social media assets, and digital marketing campaigns for **Siraa**, an upcoming contemporary clothing brand - building the brand from the ground up for launch.
- Shaped brand voice and visual language for **CIAO!**, an artisan pasta brand - including logo, packaging direction, typography systems, and launch marketing assets.
- Managed end-to-end client relationships across all projects: scoping, concepting, iterating, and delivering production-ready assets independently.

**FCB Chicago | UI Designer** | Oct 2023 – Aug 2024

*One of the world's most awarded global creative networks (Pfizer, Clorox, Nivea).*

- Modernized large-scale digital platforms for **Pfizer** and **Johnson & Johnson**, elevating UX and boosting user engagement by **40%**.
- Championed accessibility-first design systems for enterprise healthcare platforms, adhering to **WCAG 2.1** and **ADA** standards across all deliverables.
- Engineered scalable **Figma**-based component libraries, cutting developer handoff time by **15%** and strengthening cross-team consistency.
- Owned direct client relationships, steering design presentations and shipping 10+ fully realized web and mobile solutions on strict deadlines.
- Key work: **Lady Gaga x Nurtec ODT** (Pfizer), **OPSYNVI** patient education site (Pfizer), **BISO** internal platform (Johnson & Johnson).

**Boatsetter.com | Digital Designer** | Sept 2022 – July 2023

*America's largest boat rental platform, featured in Forbes, CNBC, and TechCrunch (1M+ users).*

- Executed UI and visual design for **250+ marketing emails** and landing pages using Adobe Suite, Figma, and generative AI - driving a **36% increase in CTR** and **28% higher engagement**.
- Spearheaded company-wide rebranding, building a new design system with **100+ components** and raising visual consistency across all digital platforms.
- Partnered with growth and analytics teams on A/B testing strategies to optimize campaigns reaching **1M+ users**.
- Shipped graphics for web, mobile, paid ads, and social media in a fast-paced agile environment.

**Digitalage Inc. | UX / Visual Designer** | May 2022 – Aug 2022

*Next-gen social platform for creators and influencers.*

- Established design language and visual identity for a Gen Z creator platform, synthesizing 50+ user interviews into personas, journey maps, and wireframes.
- Conceptualized an immersive pop-up brand experience at VidCon 2022 - generating 1,000+ leads through branded posters, games, and merchandise.

**The Minimalist | Freelance Visual Designer** | Jun 2020 – Nov 2020

*India's leading design agency known for minimalist, viral marketing work.*

- Delivered end-to-end branding, pitch decks, and marketing assets for lifestyle and FMCG clients across sectors.
- Crafted visual identities for small businesses, NGO campaigns, and self-published authors, blending art direction, typography, and fast-turnaround layout expertise.

## EDUCATION

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**University of California, Berkeley** – Certificate in UX Design *Apr 2023 – Oct 2023*

**Savannah College of Art & Design (SCAD)** – M.A. in Advertising *Sept 2021 – Aug 2022*

- SCAD Academic & Achievement Scholarships | 2nd Place, SCADpro Innovation Challenge – Lexus x Fox Theatres

**Manipal University Jaipur** – BFA in Applied Art *Aug 2017 – May 2021*

- Student of the Year (2018 & 2019)

## AWARDS & RECOGNITION

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- **National Gold ADDY Award (2023)** – Art Direction: Typeface Design (Mindfulness X Gotham) | American Advertising Federation - highest national honor in U.S. advertising.
- **International Design Awards – Honorable Mention (2023)** – Sharpie Campaign | Recognized among entries from 60+ countries.
- **District Gold ADDY Award (2022)** – Packaging Design: Indi Barrel | Regional AAF award for design innovation and cultural relevance.
- **2nd Place, SCADpro Innovation Challenge (2022)** – Lexus x Fox Theatres | Strategic design, storytelling, and brand experience excellence.
- **Adobe Certified Professional in Visual Design (2022)** | Expertise in Adobe Creative Suite, layout, color theory, and design thinking.
- **LVMH Inside Luxury Certificate (2024)** | Issued by LVMH, the world's leading luxury goods group - covering luxury brand strategy, heritage, craftsmanship, and the business of high-end consumer goods.

## PUBLICATIONS & SOCIAL IMPACT

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- Research Paper: "Impact of Advertisement Taglines on Indian Society" - Published at Manipal Student Research Colloquium (2019).
- Editorial Contributor: UX Collective and AIGA Eye on Design - articles on accessibility, women-led creative studios, and inclusive branding.
- American Field Service (AFS), India - Collaborated with 150 Yale alumni on rural development in Rajasthan; produced educational visual materials for village schools and health clinics.