DAKSHA HEGDE

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SUMMARY

Multidisciplinary visual designer with experience creating campaign-driven digital creative, marketing assets, and web experiences. Skilled in translating brand and campaign strategies into engaging visuals across paid media, social, and web platforms. Experienced collaborating with marketing teams, strategists, and developers to deliver high-impact creative for integrated campaigns.

EDUCATION

MS User Experience • Arizona State University • 3.8 GPA	Jan 2023 - Dec 2024
BE Computer Science and Engineering • KLE Technological University • 7.29 CGPA	Aug 2017 - Jul 2021

PROFESSIONAL EXPERIENCE

Digital Production Designer
RYNO Strategic Solutions

April 2025 - Present
Phoenix, AZ

- Designed campaign-driven digital creatives for landing pages, marketing microsites, and paid media across web and social platforms.
- Translated marketing strategies into scalable visual assets, templates, and promotional graphics aligned with brand guidelines.
- Collaborated with strategists and developers to deliver production-ready assets for integrated digital campaigns.

Graphic Design Intern
Naumann Hobbs Material Handling

May 2024 - Dec 2024
Phoenix, AZ

- Created multimedia assets including newsletters, social graphics, reports, and campaign visuals supporting institutional initiatives.
- Produced short-form videos, motion graphics, and micro-animations for digital platforms and presentations.
- Developed reusable templates and organized asset libraries to ensure visual consistency.

Graphic Design Assistant
ASU Center for the Study of Race and Democracy

Aug 2023 - Aug 2024
Tempe, AZ

- Designed marketing graphics for paid ads, social campaigns, and branded content.
- Translated campaign goals and audience insights into clear, engaging visuals across digital channels.
- Refined creative assets based on marketing feedback and campaign performance insights.

UX/UI Designer
ONO ARK

Aug 2021 - Aug 2022
Bengaluru, KA

- Designed mobile-first UI for an agritech marketplace platform connecting farmers, traders, and commission agents.
- Simplified complex workflows into intuitive interface patterns improving usability for diverse users.
- Collaborated with product and engineering teams to deliver scalable design components.

SKILLS

- **Design:** Visual Design, Digital Campaigns, Marketing Creative, Brand Systems, Motion Graphics, Wireframing, Prototyping
- **Tools:** Figma, Photoshop, Illustrator, InDesign, After Effects, Canva
- **Web:** HTML, CSS, WordPress, Responsive Design, JavaScript
- **Other:** AI-assisted design tools, SEO Fundamentals, Project Coordination, Client Communication, Brand Enagement, Social Media Strategy