

# Z.

## ZAINAB RUPAWALLA

Visual + Illustration + UX Design

925-330-6890

hello@zainabrupawalla.com

zainabrupawalla.com

For me, design is about creating visual experiences that clearly communicate the intent of the product/service. I enjoy collaborating with others throughout the design process, learning and pushing myself professionally.

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### CLIENTS

Axiom Law, Box, Nike,  
Kanopy Streaming,  
Novel Legal, Degenkolb,  
Riverbed, Intel, 826 Valencia

### SKILLS

Macintosh and PC literate  
Adobe Creative Suite  
Microsoft Office  
PowerPoint  
Flash  
Invision  
Basic HTML & CSS  
Bookbinding  
Planning & Organizing  
Illustration & Photography

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### EXPERIENCE

#### **VISUAL DESIGNER / ILLUSTRATOR, WILLIAMSON ADAMS**

Concord, November 2012–Present

As part of a team, I am responsible for projects that include: branding and logo development, conceptualization of brand collateral, creating brand guidelines requiring heavy production work on several deliverables and designing other communication pieces within existing brand systems. Effective at handling several projects at once, in various stages of completion. Working on UI flow for a technology based company, making decisions enhancing customer experience. Responsible for in-house projects such as updating our studio website, adding new projects and working with basic CSS to style certain pages, and creating web illustrations and app design.

#### **FREELANCE DESIGNER, MELANIE DOHERTY DESIGN**

San Francisco / February 2013–January 2014

Successfully worked off-site for design studio owner on projects requiring quick turn around. Projects included: developing concept pitches, producing infographics for non-profit clients, creating an icon system to work within the client's existing brand aesthetic and illustrating for web.

#### **FREELANCE DESIGNER, ORGANIC .INC**

San Francisco / July 2012–November 2012

Collaborated with team to development concepts, brainstorm campaign ideas and execute several concepts for client presentations. Concepts included in-store advertising and mascots, social media advertising and engagement, infographic design and print collateral.

#### **DESIGNER, DOT429**

San Francisco / November 2011–February 2012

Served as in-house designer to promote web editorial magazine and monthly events. Redesigned website homepage, produced illustrations for online editorial feature and designed email advertising and web banners.

### EDUCATION

#### **USER EXPERIENCE DESIGN**

#### **GENERAL ASSEMBLY**

San Francisco 2014

#### **MFA, GRAPHIC DESIGN**

#### **ACADEMY OF ART UNIVERSITY**

San Francisco 2008–2012

#### **BFA, COMMUNICATION DESIGN**

#### **RACHNA SANSAD COLLEGE OF ARTS AND CRAFTS**

Mumbai, India 2004–2008