
PROFESSIONAL SUMMARY

Multidisciplinary visual designer, documentary photographer and multimedia content producer with professional practice across brand identity, photography, video production and strategic communications. Most recently led creative direction and delivered the full visual identity system for a World Bank-commissioned national event with 1,000+ delegates, managing a three-person design team and end-to-end production across every brand touchpoint. Worked as an independent documentary photographer for Global Citizen and delivered a photo story that reached an audience of more than one million. BA in Politics, Philosophy and Economics, Ashoka University.

CORE SKILLS

Brand & Design: Brand Identity, Visual Identity Systems, Logo Design, Brand Guidelines, Style Guide, Typography, Color Palette, Layout Design, Vector Graphics, Design Systems, Brand Touchpoints, Asset Library, Brand Consistency, Print Production, Event Collateral

Photography: Documentary Photography, Photojournalism, Photo Story, Photo Essay, Editorial Photography, Image Curation, Narrative Sequencing, Photo Editing, Color Grading, Shot Lists, Caption Writing

Video & Film: Videography, Cinematography, Video Production, Camera Operation, B-Roll, Field Production, Video Editing, Post-Production, Color Correction, Sound Design, Audio Recording, Footage Management, Storyboarding

Production: End-to-End Production, Pre-Production, Post-Production, Creative Direction, Creative Brief, Concept Development, Design Review, Team Leadership, Vendor Management, Production Timelines, Resource Allocation, Asset Delivery, Cross-Functional Collaboration, Turnaround Under Deadline

Communications: Strategic Communications, Internal and External Communications, Stakeholder Engagement, Development Partners, Human Interest Stories, Multimedia Content, Content Production, Social Media Content, Campaign Delivery, Copywriting, Narrative Writing, Editorial

Software: Adobe Illustrator, Adobe Premiere Pro, Adobe Lightroom, DaVinci Resolve, Inkscape, Audacity, Autodesk, Canva, WordPress, MailChimp

Technical: Python, R, JavaScript, HTML, CSS, C++, C, SML

Languages: Nepali (native), Newari (native), English (fluent), Hindi (conversational)

WORK EXPERIENCE

GLOBAL CITIZEN, USA

International Advocacy Organization

Lead Photographer & Visual Story Curator (*Documentary Photographer*)

November 2025

- Led a two-day documentary photography assignment producing a photo essay on an applicant to Global Citizen's Emerging Creatives Program, combining photojournalistic framing with human-interest narrative
- Curated and sequenced the final image edit for cross-platform social media dissemination, reaching an audience of more than one million across Global Citizen's digital platforms
- Ran the full production chain (pre-production planning and shot list, field production, photo editing and color grading), delivering a complete visual package within a two-day turnaround without compromising visual quality
- Coordinated directly with the client's creative team on brief, deliverables and asset delivery against fixed program deadlines

IMPACT HUB KATHMANDU, NEPAL (Consultant, commissioned by The World Bank, Nepal)

Elevate Nepal 2025, a nationally recognized Drone Event advancing Nepal's drone innovation ecosystem

Creative Lead & Head of Design (*Brand Identity Designer*)

June - August 2025

- Led creative direction and end-to-end design execution of the visual identity for a World Bank-commissioned national event attended by 1,000+ delegates
- Designed the official event logo and developed a complete visual identity system including typography, color palette and layout rules, and adopted consistently across every physical and digital brand touchpoint
- Directed and supervised production of all event collateral including merchandise, certificates, banners, stage backdrops, signage, social media campaigns, digital advertisements and print materials, managing external vendors and print production timelines
- Managed a three-person design team, running creative brief, design review and creative critique to hold brand consistency across a multi-stakeholder program
- Built and maintained the shared asset library used by the event's communications and partnership teams

IMAGE ARK, NEPAL

A branding and creative studio based in Kathmandu, Nepal

Narrative Writer & Editorial Intern (Content Writer)

June - August 2023

- Wrote the narrative for a graphic novel depicting a young traveler's journey through Nepal, developed with the studio's editorial and design teams
- Built the storyboards and page layout in collaboration with graphic designers, editing script against visual pacing and sequencing

IMPACT HUB KATHMANDU, NEPAL

A non-profit that builds partnerships and collaborations among social innovators, entrepreneurs, and change-makers

Graphic Designer & Events Coordinator (Communications & Design Associate)

March - June 2022

- Spearheaded internal and external communications, coordinated events for the implementation of three major projects: Imagen Ventures Generation Unlimited 3.0 in Nepal, Urban Innovation Program and SMEP (Sustainable Manufacturing and Environmental Pollution) at FabLab Nepal
- Produced digital content (social media banners, program brochures, and pamphlets) for a non-profit building partnership among social innovators, entrepreneurs and development partners
- Shot and edited the facility tour video for FabLab Nepal, covering camera operation, footage management and post-production

INDEPENDENT PROJECTS AND COLLABORATIONS

- **Sayana:** Photographic retelling of Sajjan Lal Purohit's award-winning 1959 play. Photographer, concept development and image curation
- **Ashoka University Digital Ad Campaigns:** Cinematographer and Video Producer for short-form, high-engagement digital content for student and public audiences
- **Resonance:** Self-shot short film on embracing the inner child. Director, cinematographer and editor
- **Code:** Co-directed and shot a documentary short film about a person who loves coding
- **The Missed Call:** Self-shot narrative short film. Director, cinematographer and editor
- **Closure:** Performer

**All the mentioned projects can also be found in this link (Portfolio):*

<https://drive.google.com/drive/folders/1YjstBEPKMEqM7OiUw5nqggezYX5Mt9G?usp=sharing>

EDUCATION

ASHOKA UNIVERSITY, INDIA

2022 - 2026

Bachelor of Arts in Politics, Philosophy and Economics