

Madhav Tankha

Portfolio: mtankha.com/design

Contact: mtankha@gmail.com

Visual and Interaction Designer with over 8 years of experience crafting beautiful and engaging designs for a range of industries including publishing, e-commerce, research & policy organizations, and the art world. Proficient in a broad spectrum of multimedia technologies: print, web, mobile, video, and interactive media.

CORE SKILLS

- Visual Design
- UX / UI Design
- Responsive Interfaces
- Design Research (qualitative + quantitative)
- Prototyping and Wireframing
- Front-End Development
- Video Production

PROFESSIONAL EXPERIENCE

Lead Digital Designer

September 2015 - Present

Try The World (*subscription based e-commerce brand*)

New York, NY

- Overseeing brand identity and content across all digital platforms while leading and collaborating with team members across departments.
- Designing the flagship e-commerce website, engaging visitors and driving acquisitions.
- Using analytics and variant-testing to iterate on designs and flows.
- Developing campaigns and promotions across email and social media.
- Creating supplemental content across social media and online magazine to engage subscribers and increase retention.
- Designing the front-end of various critical apps and interfaces such as a custom e-commerce checkout, customer accounts, gift customization interface, a modular taste profile app, etc.

Design Lead

November 2016 - Present

Justice Adda (*law and policy organization supported by University of Cambridge Social Ventures*)

- Created brand identity and website.
- Oversee visual and experiential aspects of each project, spanning infographics, educational primers, interactive tools, and videos.

Adjunct Faculty

August 2015 - Present

Parsons School of Design

New York, NY

- Instructor, Creativity & Computation Lab (Graduate level)
- Instructor and course designer, Interactive Video & Sound (Undergraduate level)

Designer

August 2011 - April 2013

Vivek Sahni Design (*design agency specializing in print and exhibit design*)

New Delhi, India

- Produced publication design for leading Indian art galleries and publication houses, such as Delhi Art Gallery, Khoj, and Roli Books.
- Created print and package design for international luxury ayurveda brand, Kama Ayurveda.
- Developed identity and environmental graphics for events, such as the 2012 India Design Forum.

Freelance

2010 - Present

Print, Web, and Exhibit Design services

Notable clients: Hachette, Routledge, Harper Collins, NYU Law Engelberg Center, NowThis Media, Yoda Press, India Photo Archive, Vir.Mueller Architects.

EDUCATION

Master of Fine Arts in Design and Technology

Parsons School of Design, New York, 2013 – 2015

Master of Arts in Sociology

Delhi School of Economics, University of Delhi, New Delhi, 2009 – 2011

Bachelor of Arts in English Literature

St. Stephen's College, University of Delhi, New Delhi, 2006 – 2009

TECHNICAL PROFICIENCIES

Adobe Creative Suite, Prototyping software (Adobe XD, Axure, etc.), **HTML/CSS/JavaScript, Video and Audio editing software** (Premiere, Avid, Pro Tools, Audacity), **3D software** (Maya, Zbrush, Unity, Unreal), **GitHub**.