

Digital strategist, web+graphic designer and developer hopping between Bangalore, Goa, and Delhi. Worked with small businesses, NGOs and publishers on communication, digital strategy, business development, design and marketing. Passionate and easily excitable, always looking for a challenge.

EXPERIENCE

2012 – PRESENT

Freelance Digital Strategy & Communications
Consultant, Graphic and Web Designer, and Developer

NOVEMBER 2016 – PRESENT

Guest Faculty
COMMUNICATIONS DEPT., MOUNT CARMEL COLLEGE

MAY 2013 – OCTOBER 2013

Digital Strategist
KHOJ INTERNATION ARTISTS' ASSOCIATION

OCTOBER 2016 – PRESENT

Communications Strategist
EQUITABLE TOURISM OPTIONS (EQUATIONS)

SEPTEMBER 2014 – APRIL 2015

Assistant Manager - Marketing
HARPERCOLLINS PUBLISHERS INDIA

DECEMBER 2012 – AUGUST 2014

Business Development, Marketing, and Design
ZUBAAN

PROFICIENCIES (MORE DETAILS AT AVINASHKUDUVALLI.COM)

Design

Web and mobile UI design.

UX design, both online and offline, based on user research, placing an emphasis on simplicity and usability.

User Research to help define both business and design goals.

Graphic design for the web and print.

Digital Marketing

Social Media Marketing, Online Advertising, SEO and Email Campaigns

- Quadrupled Zubaan's online presence by giving Zubaan a distinct online personality.
- Was responsible for marketing all HarperCollins imported titles as well as select Indian titles.
- Designed and managed email campaigns and social media campaigns for several small businesses and nonprofits.

Web Development

Websites, Microsites, e-commerce stores, and other web development. *See next page for details*

Business Development

Business Planning, Fund Raising, and more.

- Developed and managed new distribution models at Zubaan for online, offline and overseas sales and negotiated equitable terms.
- Established partnerships for HarperCollins to generate new avenues for publicity and branding.
- Conducted multiple crowdfunding campaigns for publishing and events.

Training and Education

Workshops on Design, Branding, Language, Writing and Editing.

- Conducted workshops for several nonprofits and small businesses.
- Teach an undergraduate courses on *Content Design, Development and Strategy for the Web and Shifting from Print to Digital Journalism*.

Other Proficiencies

Project Management and Agile Development Methodologies.

Video Production and Editing

Event Management and Press Co-ordination

TECHNICAL KNOWLEDGE AND SKILLS

HTML5	● ● ● ● ● ● ● ●	Wordpress	● ● ● ● ● ● ● ●
CSS3	● ● ● ● ● ● ● ●	Drupal	● ● ● ● ● ● ● ●
Javascript	● ● ● ● ● ● ● ●	Web APIs	● ● ● ● ● ● ● ●
PHP	● ● ● ● ● ● ● ●	Linux	● ● ● ● ● ● ● ●
MySQL	● ● ● ● ● ● ● ●	Accessibility (WCAG 2.0)	● ● ● ● ● ● ● ●
Sass	● ● ● ● ● ● ● ●	Server Management	● ● ● ● ● ● ● ●
Bootstrap	● ● ● ● ● ● ● ●	Web Security	● ● ● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ● ● ●	Google Analytics	● ● ● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ● ● ● ●	Heap Analytics	● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ●	Piwik	● ● ● ● ● ● ● ●
Sketch	● ● ● ● ● ● ● ●		
Final Cut Pro	● ● ● ● ● ● ● ●		

SOME OF MY CLIENTS

Alternative Law Forum

Agents of Ishq

Association for Progressive Communication (APC)

Astronomical Society of India

Dr. Vyjayanthi's Fertility Centre

Emerging India Value Advisors (EIVA)

Equitable Tourism Options (EQUATIONS)

Fabindia

Grist Media

Group Relations India

GenderIT.com

HarperCollins Publishers India

Heinrich Bol Stiftung

IDRC

Jagori

Khoj International Artists' Association

Khulei

Maraa

Penguin Random House India

Samvada

The Hunger Project

The Ladies Finger

Toto Funds the Arts

Zubaan Books