

Tanya Meshram.

UX DESIGN | SUSTAINABILITY

Information

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Software Skills

Adobe Illustrator, Adobe Photoshop, Framer, Adobe XD, Figma, Sketch, Miro, Auto CAD, Rhinoceros, Keyshot

Education

Bachelor of Design

Industrial Design | 2012 - 2016
Symbiosis Institute of Design, Pune

Certification

IDF - Design For A Better World | Ongoing

Combining sustainability with human-centered design principles to create a better world.

Coursera - Google UX Design Professional Certificate | 2023

Learning UX and UI principles required to deliver high quality designs for today's dynamic world.

Biomimicry 3.8 - Introduction to Biomimicry | 2022

Using nature's strategies to help solve product, process, and system challenges created/faced by humans.

Coursera - Introduction to Accessibility and Inclusive Design | 2021

Learning about accessible and equity-focused design as a catalyst for positive global change.

Coursera - The People, Power, and Pride of Public Health | 2020

Learning about how public health is a critical component in global development.

Fellowship

On Deck - Build for Climate fellow | 2022

Participated in a 2-month online climate technology fellowship to build solutions for climate change.

- Worked on 4 ideas, 2 of which are currently small scale start-ups (Mantaray and Habitable Earth)

Over the past 6 years, I've learned to combine nature-inspired awe with research-driven empathetic design to create sustainable and impactful experiences for people and the planet.

Work Experience

Consultant | UX Research and Design

Jan 2024 - Present

I have collaborated with several companies, including Green Eira, MettaMate, Inspiration Digital, and Emporium Digital, to develop research-driven, innovative digital solutions from inception to implementation.

My responsibilities encompass understanding and analyzing needs through user research, designing user flows, wireframes, mock-ups, visuals, and design systems, and conducting thorough testing.

By integrating accessibility and sustainable web design principles, I aim to create immersive digital experiences with a reduced carbon footprint that cater to a diverse user base.

Target Corporation | Art Director

Oct 2019 - Sept 2023

Design:

- I have designed and developed visual design systems and packaging design guidelines for multiple million-dollar Target-owned brands.
- Using the Agile methodology, I led a global effort to streamline various brand processes and introduce automation that improved turnaround time by 60% and increased file accuracy rates by 99%.

Other Efforts at Target:

- I actively contributed to multiple enterprise-level CFT projects, external pro-bono initiatives, and CSR programs through design and communication.
- I spearheaded conversations about sustainability through efficiency in packaging structures and reducing Scope 3 emissions in the manufacturing process as a part of the Target Forward initiative.

Blot Studio | Co-founder, Art Facilitator, And Design Consultant

2017 - 2019

Art & Design -

Worked with:

- Organisations like Vegan League, The Blue Circle, and Metaloplast on branding, print, and digital collaterals.
- Educational institutions across Bangalore to conduct immersive workshops on Design Thinking and introspective art for both students and faculty.

Social impact -

Conducted seminars on sustainable menstruation practices at 15+ educational institutions in Bangalore and helped over 200 girls switch to menstrual cups.

Nuance Studio | Intern, Consultant - Product, Graphics, UX

2016 - 2017

Pyrotech Workspace | Intern - Product Design

2014