



# Virag Arkade

## UX Designer

### Experience

#### UX Designer @Brillio

May 2023 – Present

- **McDonald's: Building global supply chain portal for McDonald's**  
Crafting a unified web portal from ground up to streamline McDonald's global operations and generate intelligent insights for the business. Created alignment among client, architects, developers, and project managers to successfully deliver and launch Phase 1
- **Hilton: Assisting Hilton in efficiently conducting real-time property audits**  
Utilising AR and AI, developing a mobile application, to empower property auditors to conduct and document audits in real-time, and enhance operational efficiency by an estimated 60%.
- **Google Ads - Streamlined Google Ads Camp ecosystem for broader tools adoption**  
Designed an MVP platform to enhance Google Ads camps by integrating attendee engagement, product activation through gamification, driving increased adoption of Google Ads tools.

#### UX Design intern @ Samsung

Sept 2022 – Feb 2023

- Revamping Samsung Finance plus.

#### UX Designer @ Tata Digital

Apr 2022 - June 2022

- Revitalising the landscape of Retail in a Post-Digital Era by envisioning and illustrating a phygital experience.

#### Experience Designer @ Tata 1mg

Apr 2022 - June 2022

- In-store retail experience for Tata 1Mg flagship store.

#### Visualiser @ Tantraa Events

Aug 2019 - Sept 2020

- Develop Strategy, 2D visuals and 3D stage designs to deliver a seamless event experience.

#### Assistant Art Director

May 2019 - Jul 2019

- TED Talk with SRK @ Fremantle India
- Marathi Big boss season 2 @ Endomashine India
- TVC - House of Hiranandani @ 4am Worldwide
- Movie - Philluri @ 4am Worldwide
- TVC - Godrej Locker @ J Walter Thompson Worldwide

#### Visualiser @ Let's Do It Den

March 2018 - Apr 2019

- Branding, Packaging, Planning and conceptualising 360 Ad campaigns for multiple brand for digital and print media.

### Portfolio

[www.viragarkade.com](http://www.viragarkade.com)

### Contact

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### Education

#### M.Des | Design for Retail Experience

2020 - 2023

National Institute of Design, Bengaluru

#### Bachelors in Fine Art | Display Design & Stage Craft

2014 - 2018

Rachana Sansad College of Applied Art and Craft, Mumbai

### Achievements

#### International Calligraphy Festival, Kochi 2024

Exhibited calligraphy paintings alongside globally renowned calligraphers.

#### Designfist Magazine, 2022

Featured as Best Calligrapher in 2022 edition

#### Typoday 2018

Speaker for International Typography & Design Conference, Typoday 2018.

#### Viz Impact (Art Exhibition) 2018

Best Entry in Display Design & Stage Craft

### Tools

Figma | Illustrator | Photoshop | Indesign | Adobe XD | 3DX Max | V ray | MS Office

### Skills

Visual Design | Interaction Design | Prototyping | Research | Usability Testing | Project Management | Stakeholder Management