

Ishita Banati

Visual Innovator & Design Strategist

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Professional Summary

Multidisciplinary designer, visual expert, and strategist with a strong foundation in research, brand development, and user experience. Currently pursuing a Master's in Business Innovation, enhancing clarity in design management, strategy, and leadership. Skilled in conceptualizing and executing compelling visual narratives, campaigns and systems for diverse audiences. Recognized for leading projects that combine creative vision with measurable business impact.

Experience

UX Research Assistant - SCADask (Part time, Jun 2025- Present)

- Conducted user research, analysis, and delivered insights on industry partnerships using advanced UX methodologies including futurecasting, affinityzation, Core Driver Enabler model (Lextant certified) for projects spanning diverse industries.
- Projects:** The American Dream (*Deloitte x SCAD*), The Future of OTT and Streaming (SCAD), The Future of Travel (SCAD)

Project Manager - SCADPro x LHH (Sep 2025 – Present)

- Drove redesign of the global candidate journey for LHH with a focus on digital-first, scalable solutions for recruitment and talent, delivering recommendations to enhance candidate experience and drive measurable engagement.

Brand Lead - Mahomet Area Chamber of Commerce (June 2025 - Aug 2025)

- Led strategic brand audit, identity refresh, and workshop facilitation, including Brand Diagnosis and co-creation with client stakeholders, to streamline brand positioning and digital engagement.

Visual Designer & Strategist

- ConversionHQ (Jun 2024 – Jul 2024):** Illustrated story-driven visual assets for promotional media, collaborating closely with animators to communicate client brand narratives efficiently.
- Sociowash (Sep 2022 – Mar 2024):** Delivered end-to-end creative solutions including AR filters and OOH ads for leading brands. Translated concepts into polished digital designs for major brands (DLF Promenade, Candy Appliances, Myntra, OnePlus, etc.)
- Thrillophilia (Jan 2022 – Aug 2022):** Created high-performing travel marketing creatives for Thrillophilia's 2.1M Instagram community, supporting brand storytelling across tours and immersive experiences. Partnered with sales + marketing to design for conversion, balancing strong visuals with performance-driven outcomes through fast iteration, adaptability and problem-solving.
- Community Management Intern - PlanetSpark (Feb 2021 – Jun 2021)**
Built and engaged online communities by launching targeted outreach initiatives, optimizing campaign strategies, and partnering with internal teams to elevate user retention and participation.

Education & Certifications

Savannah College of Art and Design

M.B.I Design Management, GPA: 4.0
(August 2024 – Present)

National Institute of Fashion Technology

B. Des. Fashion Communication, CGPA: 9.0
(July 2018 – July 2022)

Accounting Cycle Simternship™

Stukent (November 2024)

Foundations of UX

Coursera (April 2024)

Awards & Accomplishments

- Received the award for **Most Innovative Graduation Project** and Meritorious Student in Fashion Communication at NIFT. (2018–2022)
- Developed branding assets for **Myntra (India) “Fwd” campaign, ‘Spot it, Get it’,** driving impactful campaign recognition. (2024)
- Led design and event communications for the **15th Anniversary of DLF Promenade,** overseeing activations and campaign execution. (2024)
- Designed the official logo and event collateral for **AIIMS Bilaspur, Himachal Pradesh**
- Directed social media marketing for the **India vs. South Africa Cricket Match,** optimizing real-time updates and audience engagement.
- Documented the Craft Development Proposal for the Chambyal Project under the **GEF-GOI-UNDP SECURE Himalaya initiative.** (2021)

Core Skills

Tools & Technology: Adobe Creative Suite, Figma, Miro, MS Excel, MS PowerPoint, Notion, Slack, Calendly, HTML, Prompt Design (ChatGPT, Perplexity, Adobe Firefly, Midjourney, DALL·E)

Design & Research: Design & Systems Thinking, Brand Strategy, Visual Storytelling, User Research, Creative Problem Solving, Innovative Thinking, Adaptability, Digital Illustration & Design, AI-Human Partnership

Business & Collaboration: Strategic Planning, Project Management, Business Model Innovation, Market Trend Analysis, Leadership, Stakeholder Engagement, Workshop Facilitation, Community Management, Data-driven Decision Making, Cross-Functional Collaboration, Customer Engagement & Support, Stakeholder Management, Oral Communication / Public Speaking