

# Maya Pillai

<http://mayapillai.com>  
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I'm a digital designer with experience in visual design and user research. I've worked in the areas of advertising and education – designing workshops, conducting interviews and maintaining customer relations. I've been working as a visual designer for the past 7 years and what started off as graphic design for print has over the years evolved into designing for screens. At Aalto University I'm honing my skills to design better physical interactions and digital products.

## Work Experience

**Research Assistant (Part-time)**, Design Driven Value Chains in the World of Cellulose (A Tekes Funded Collaboration between Aalto University, VTT, Tampere University of Technology & University of Vaasa )  
March 2016 - Present

- Webmaster for the cellulosefromfinland.fi website
- Designing scientific information visualizations for researchers'
- Assistant to organizing the final seminar of the group, Designing Cellulose for the Future III
- Responsible for social media presence of the research group

### Freelance Visual Designer

August 2013 - Present

- Branding & Identity Design for startups
- Game art and Interface Design of casual games for mobile devices

**Education Program Manager**, Creya Learning & Research, Hyderabad, India  
January 2014 - May 2016

- Part of the startup team of the company and was actively engaged in building and strengthening the strategies, processes and systems from scratch
- Managed a team of 10 to develop and deliver a Professional Development Program for K-10 educators.
- Conducted user studies and research in the areas of experiential learning in classrooms
- Designed and conducted workshops on Design Thinking and Photography for K-10 educators from across the country.

## Education

### MA in New Media Design & Production

2016 - Present  
Aalto University, Finland

### Post Graduate Diploma in Photography with a joint MFA in Photography

2011 - 2013  
National Institute of Design, India & University for Creative Arts, UK

### B. Des in Communication Design

2006 - 2010  
Symbiosis Institute of Design, India

## Achievements

### + Showcased Wage Watch at Neotopia Exhibition

Art Centre Nabi, Seoul, South Korea

### + Commended Award - RSA Student Design Awards 2017

for DIBS - A Money Management System for kids

### + European India Game Winner 2013 for Huebrix

## Work Experience

- Critically studied the quality of the delivery of Creya XEL at schools across Gujarat, Maharashtra and Tamil Nadu, India.
- Developed and maintained relationships with key stakeholders by understanding their needs and vision for the Creya XEL program at their schools.

**Graphic Designer**, The Republic, Mumbai, India  
June 2010 - March 2011

- Conceptualized and created print ads for clients
- Co-ordinated and art directed photo shoots for campaigns

**Graphic Design Intern**, McCann Healthcare, Shanghai, China  
May 2007 - June 2007

## Skills

Visual Design  
User Experience Design  
User Research  
Photography  
Video editing  
Copy-writing  
Web Development

## Software

Adobe Illustrator  
Adobe Photoshop  
Sketch  
*Prototyping Tools: Invision, Marvel*  
Adobe AfterEffects  
Adobe InDesign  
Unity