

Naimisha Sanjay

Work Experience

CONTENT AND MARKETING ASSOCIATE

Trovex.ai | Aug 2023 – Nov 2023

- Developed LinkedIn content and corporate materials, driving brand visibility and engagement.
- Spearheaded product testing, enhancing quality control and reducing issues by 20%.
- Cultivated and managed client relationships, boosting satisfaction and retention rates.
- Mentored and trained six interns in operational workflows and product expertise.

FREELANCER

Foundation for Indian Historical and Cultural Research (FIHCR) | Aug 2024 – Nov 2024

- Collaborated with the Chief of Staff and Head of Communications to create impactful content and design.
- Expanded and sustained a fully organic social media following, increasing brand presence.
- Assisted senior management with cross-functional project planning and execution, ensuring timely delivery.

Internships

RESEARCH INTERN

Indian Institute of Science (IISc) | June 2023 – Nov 2023

Worked in Computational Intelligence Lab under Dr. S N Omkar, Principal Research Scientist

- Collaborated on the development of AI tools to enhance learning experiences for children in autism spectrum.
- Contributed to the creation of an AI chatbot leveraging Cognitive Behavioral Therapy (CBT) techniques.
- Supported startup initiatives by designing websites, crafting pitch decks, and producing product demo videos.
- Co-authored a research paper on Deep Learning-Based Knee Joint Analysis in yoga transitions.

SPACE WARRIOR (STUDENT AMBASSADOR)

Under 25 | July 2021 – March 2023

- Built and nurtured a vibrant student community, elevating student engagement and collaboration.
- Launched and managed an Instagram account, generating 75,000+ impressions with 700+ followers.
- Led campaigns and outreach initiatives, engaging over 15,000 students and increasing event awareness.
- Directed marketing efforts for the Under 25 Youth Summit, resulting in the sale of 1000+ tickets.
- Designed and executed live experiences and art installations, working with esteemed figures like Raghava KK and Karthik Kalyanaraman.

Publication

Deep Learning Based Knee Joint Analysis While Performing Adho Mukha Svanasana to Utkatasana

Journal of complementary Medicine and Alternate healthcare by Juniper publishers · Jul 5, 2024

Volunteering

RURAL PAEDIATRIC HEALTH CAMP

Santhekallahalli, Chikkaballapura district, India | Monthly, Jan 2017 – Present

Interests

CARNATIC CLASSICAL VIOLIN

- Junior certificate, Practicing Carnatic classical violin for 10+ years.
- Performed with an 80-instrument ensemble at a Global Music Festival, Bangalore in 2022.

Contact

📍 Bengaluru, India

☎ (+91) 9591408884

✉ sanjaynaimisha@gmail.com

🌐 www.linkedin.com/in/naimishasanjay

</> naimishasanjay.com

Education

University of Colorado Boulder

Masters in Creative technology and design

2025 – 2027

Jain University

Bachelor of Arts Optional English, Psychology and Journalism

2020 – 2023

Skills

- **Design & Prototyping:** Figma, Photoshop, Miro, Illustrator, Canva
- **Research & Analysis:** UX Research, Persona Building, Contextual Inquiry, Affinity Mapping
- **Development Tools:** Python, Notion
- **Communication & Client Relations:** Content Creation, Social Media Marketing, Client Relations
- **Project Management:** Project Planning, Team Collaboration, Task Management
- **Adaptability:** Thriving in fast-paced environments with flexibility to adapt to changes
- **Additional Skills:** Microsoft Office, Video Editing, Event Production

Languages

- English
- Kannada
- Hindi

Courses

IDC school of design, IIT Bombay

Postgraduate course Human Computer Interaction

June 2024

Indian Institute of Science (IISc)

Center for Continuing Education Learning, Memory, Behaviour and Brain

Jan 2024 - May 2024

Junior Certificate (Violin)

Karnataka Cultural Department

99% state distinction

Jan 2014 - Feb 2022