Navneeth T

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Professional Summary

Data-driven designer with a passion for extracting meaningful insights from complex datasets. Skilled in transforming data into compelling visuals that drive business decisions. Experienced in navigating fast-paced environments, from early-stage startups to established organizations. Combines strong analytical skills with a deep understanding of design principles to create impactful solutions that bridge the gap between data and user experience.

Professional Experience

Marketing Analyst Intern @ Troopod | Bengaluru | 2024 - Present
- Designed and implemented a scalable report template adaptable to various clients, streamlining the reporting process and improving client satisfaction.
- Gathered data from various sources including Google Analytics and proprietary analytical tools, consolidating information for comprehensive analysis.
- Utilized Excel, Google Analytics, and other analytics tools to interpret data, generate reports, and provide actionable insights, resulting in significant improvements in conversion rates through data-driven UX enhancements.
- Developed interactive dashboards using Looker Studio and Power BI, translating complex data into actionable insights for stakeholders and supporting decision-making processes for D2C clients.

Freelance Data Analyst & Designer | Remote | 2023 - 2024
- Developed a comprehensive Power BI dashboard that visualized sales performance across multiple outlets, enabling data-driven forecasting and facilitating automated data updates.
- Conducted in-depth data analysis to identify trends and opportunities, presenting findings through visually appealing and easy-to-understand reports.
- Applied design expertise to create brand identities, packaging designs, and static websites, ensuring visual consistency across all deliverables.

Data Labeling Specialist @ Snap Inc (on contract) | Remote | 2022 - 2023
- Enhanced data quality through meticulous cleaning and preparation, setting the foundation for accurate analysis and visualization.
- Applied advanced segmentation, projection, and captioning techniques to refine data accuracy, improving overall data reliability.
- Utilized analytical skills to identify key trends and patterns using defined metrics, contributing to data-driven decision-making processes.

Graphic Designer @ ShareChat | Bengaluru | 2021 - 2022
- Developed targeted ad campaigns for tier-2 & tier-3 city audiences, exceeding performance expectations.
- Instrumental in doubling imp-to-install rate for an international brand through implementing a novel ad property.
- Recognized twice within five months for exceptional work and collaborative spirit.

Design Lead @ Monk Studios | Bengaluru | 2017 - 2021
- Spearheaded the design team for Bengaluru Aaharotsava 2019, managing all aspects of visual communication including brand identity, social media assets, lead-generation videos, and offline marketing materials.
- Successfully managed diverse client portfolios including 7UP, Wrigley's, and Swensen's, fulfilling all creative requirements while incorporating data-driven design decisions.
- Contributed significantly to company growth from pre-opening stage, assuming multiple roles including designer, video editor, and accounts & operations manager, consistently using data to inform strategic decisions.

Links

- Portfolio: navneetht.com
- LinkedIn Profile: linkedin.com/in/navneetht

Skills

- Data Analysis & Visualization: Microsoft Power BI, Google Looker Studio, SQL, Basic Python
- Design Tools: Adobe Creative Cloud (Photoshop, Illustrator & After Effects), Basic Figma
- Web Technologies: HTML, CSS, Google Analytics
- Office Tools: Microsoft Office (Excel, Word & PowerPoint), GSuite Apps
- Soft Skills: Data interpretation, Critical thinking, Problem-solving, Creativity, Teamwork

Education

- Master's Degree in Computer Applications (MCA) Nitte Meenakshi Institute of Technology, Bengaluru (2016-2018)

- Bachelor's Degree in Computer Applications (BCA) Acharya Institute of Graduate Studies, Bengaluru (2012-2015)

Certification

- Microsoft Power BI Desktop via Udemy | Apr 2023
  Credential ID: UC-c1786248-a522-416a-931d-16ebd1d23431

Reference

- Available upon request

Thank You