



# VARUN MEHRA

Visual Designer

vmehra.com  
varun@vmehra.com  
925.577.4793

**EDUCATION**     **Academy of Art University, BFA in Web Design & New Media** 2007 - 2012

**EXPERTISE**     Multi-platform visual and user experience design, prototyping, front-end web design and development, marketing design, branding design, product strategy, art direction, typography, and print design.

**TOOLS**

- SKETCH
- ILLUSTRATOR
- PHOTOSHOP
- PRINCIPLE
- HTML + CSS
- WORDPRESS + PHP
- AFTER EFFECTS
- INDESIGN
- ACROBAT

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**EXPERIENCE**     **Awasu Design, Experience Designer** 2015 - Present

**Clients worked with** – Wells Fargo, First Republic Bank, Blackhawk Network

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**Kanjoya, Visual Designer** 2013 - 2015, 2 years 6 months

**Product design** – Working directly with product management, engineering, and community management on all tasks related to visual design & UX for ExperienceProject.com. Daily tasks included prototyping flows for all platforms (web, iOS, and Android), UI specs, asset production, marketing designs, product strategy, brand development, and more.

**Sales & marketing design** – Working directly with the VP of marketing, sales and executive team, and design director on developing the company website and marketing materials. Day to day tasks included front-end web design and development, site management, creating sales and marketing materials, brand development, and more.

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**Future Bars, Creative Direction Consultant** 2011 - 2016

**Tupper & Reed** – Full branding design and conceptualization, layout and designs for a 48-page full menu and bi-fold speed menu, asset library production, environmental signage, and stationery.

**Devil's Acre** – Full branding design and conceptualization, layout and designs for a period specific almanac style menu, extensive asset library production, custom designed ads for affiliated businesses, environment signage, and stationery.

**Tradition** – Full art installation of over 150 framed vintage liquor ads. Archived over 800 ads in total.

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