

Misham Mark Koli

Senior Product & Brand Designer

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SUMMARY

A multidisciplinary designer blending product thinking, brand clarity, and AI-driven workflows to transform complex ideas into experiences that feel simple, intuitive, and human. Over 8+ years, I've built design systems, websites, medical communication frameworks, pitch decks, and digital campaigns for healthcare innovators, SaaS startups, and global brands.

CORE COMPETENCIES

Product & UX Design | AI Knowledge Systems & Prompt Architecture | Design Systems & Component Libraries | Healthcare Communication Design | Multi-audience Medical Content (ENT, Gynac, Dental, Pathology) | Brand & Identity Systems | Presentation Systems (Investors, Surgeons, Hospitals) | Conversion-Driven Landing Pages & SEO | Motion Graphics & Visual Storytelling | Cross-functional Team Leadership | Research, Wireframing & Prototyping | Marketing Funnel & Engagement Strategy

EXPERIENCE

Senior Product & Brand Designer — Lifescanners Healthcare Services Pvt Ltd (Remote)

Feb 2025 – Present

- Built the end-to-end **brand and communication ecosystem** for a cancer-screening healthcare startup, spanning patients, doctors, dentists, gynecologists, oral pathologists, ENT specialists, and corporate partners.
- Designed and launched** the company's new website, improving usability, credibility, and SEO alignment for preventive healthcare audiences.
- Created **lab-setup architecture & documentation** used to scale new pathology labs across India — improving hospital onboarding, diagnosis capacity & operational readiness.
- Supported in a **Perplexity-powered internal AI chatbot**, structuring years of clinical, patient, and operational data into a searchable knowledge system.
- Developed **large-scale collateral libraries**: brochures, trifold booklets, awareness materials, stall designs, hospital decks, and clinical presentations.
- Built **investor and hospital-owner pitch decks** improving clarity, storytelling, and conversion during partnership discussions.
- Collaborated with clinicians to create simple-language patient education materials for oral & cervical cancer awareness.

Design Team Lead — Logostra, Ontario, Canada (Remote)

Jun 2024 - Feb 2025

- Directed end-to-end design for global clients, **delivering brand identities, websites, and design systems** aligned with business positioning.
- Led conversations on **strategy, brand psychology, user experience, and digital growth**.
- Mentored junior designers and set quality benchmarks, improving delivery speed and visual consistency.

Thumbnail & Visual Designer — Vidfinity, Bangalore (Remote)

Jan 2023 – May 2024

- Designed high-CTR thumbnails using behavioural insights, increasing click-through rates by 15% and growing overall channel views by 25% within 3 months.
- Collaborated with content creators to align thumbnails with narrative hooks and audience psychology.

Graphic / Motion / UI-UX Designer — Gupshup, Mumbai (Remote)

Nov 2021 – Nov 2022

- Led motion design projects and directed a team of 3.
- Delivered multi-channel creatives **improving email marketing conversions by 20% and click-through by 15%**.
- Designed 25+ presentation artboards and visual systems** that improved client satisfaction by 40%.
- Leveraged A/B testing to optimize social campaigns, boosting engagement by 32%.

Social Media Designer — Pune, Mumbai, Bangalore (Multiple)

2020 – 2021

- Created campaigns, templates, and video content for brands like Fittr and Festival Sherpa.
- Improved digital engagement by 15–32% through iterative design experiments.

Founder & Creative Director — Foreview Digitance, Mumbai

Aug 2018 – Dec 2019

- Built a 10-member design & social media team serving restaurants and cafes across Mumbai.
- Increased Instagram engagement by 60% and Facebook followers by 25%.
- Streamlined scheduling workflows, saving 15 hours per week and improving content quality.

Operations & Marketing Manager — PTE Preparation, Sydney (Remote)

Jun 2017 – Jun 2018

- Directed a cross-functional team of 15 across operations, design, and content.
- Increased CTR by 20%, conversions by 15%, and reduced customer service complaints by 40%.
- Built a member portal and executed funnel optimization that generated \$25k in additional revenue.

Second-Line Support Executive — Tech Mahindra, Mumbai

2007 – 2017

- Managed technical support, SQL-based operations, deployment cycles, and client escalations.
- Acted as SME for portability systems, driving customer satisfaction and process efficiency.

PROJECT HIGHLIGHTS

- Goal Tutoring — goal-tutoring.com
- Bioshine Enzymatic — bioshine-enzymatic.com
- Gupshup Landing Page — foreviewdigitance.com/gupshup-landing-page
- Mayana Project — foreviewdigitance.com/mayana-project-explained

TOOLS & TECH

- Design: Figma, Illustrator, Photoshop, After Effects, Premiere
- Web: Wix, WordPress
- AI: ChatGPT, Perplexity, Claude, Google Gemini (prompting & workflow integration)
- Analytics: GA4, Search Console, SEO tools
- Ops: Notion, Buffer, Trello, Slack, Asana

EDUCATION & CERTIFICATIONS

- Bachelor of Commerce (2010)
- Adobe Illustrator Masterclass — Martin Perhiniak
- Adobe After Effects Complete Course — Kaiversity
- Figma UI/UX Essentials
- Complete Web & Mobile Designer (UI/UX)
- Social Media Marketing Mastery — Course Envy
- SEO Certification — GlitchyBot