

JYOTI POONIA

ILLUSTRATOR | UI & MOTION DESIGNER | LEARNING DESIGNER

Portfolio Website: www.latentlayers.net (please view on a desktop)



Hello, I'm a Master's student at Penn GSE, blending design and education. My journey spans captaining sports teams, teaching, and cross-functional team collaboration with design teams, honing leadership and adaptability. Driven by lifelong learning and creative exploration, I design impactful, interdisciplinary solutions to learning challenges, motivated by a vision of the 'bigger picture' to create meaningful change.

LEARNING DESIGN EXPERIENCE

Writing

Papers written as part of coursework for LST Program

Reflection on your own learning [LINK]

Analysis of a learning situation [LINK]

Cultural disconnect in STEM education [LINK]

Enhancing data visualization literacy with tangible user interfaces [LINK]

GenHive Workshop [LINK]

Designed as part of coursework for Design of Learning Environments

A long-form hybrid workshop for building personal and professional skills for future Gen-Z leaders, held on Canvas(virtual) and in-person meet-ups.

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📷 [latentlayers](https://www.instagram.com/latentlayers)

🌐 www.linkedin.com/in/latentlayers

EDUCATION



University of Pennsylvania

Graduate School of Education

<https://www.gse.upenn.edu/>

MASTER OF SCIENCE IN
EDUCATION (2024-25)

Learning Sciences
& Technologies



NID Ahmedabad

<https://www.nid.edu/home>

MASTER OF DESIGN
(2019-22)

Graphic Design



NIT Calicut

<https://nitc.ac.in/>

BACHELOR OF
TECHNOLOGY (2010-14)

Electrical & Electronics
Engineering

WORK EXPERIENCE

Development and Alumni Relations Graduate Assistant

Penn Graduate School of Education - DAR Office (2024-present)

Contributed to the execution of the Penn GSE Fall 2024 Magazine [LINK]

Enhancing alumni relations through DAR communication initiatives.

Illustrations for the article "The People Behind the Policies". [LINK]

Communications Committee Member - Student Government

Penn Graduate School of Education (2024-present)

Crafting the visual identity of the student government(2024-25).

Leading communication and community outreach and assisting various teams with event promotion through engaging graphics.

UI & Visual Designer

Meesho (2022-2023, 1 yr 7 mo)

Optimized design systems for consistency and usability, adapting to evolving project needs. Collaborated across teams on projects to enhance team culture, develop a unified UI and visual identity and strategy, optimize the onboarding process for new product offerings.

SKILLS

Proficient in creative problem-solving, storytelling, and cross-functional team coordination.

With expertise in visual and motion design, I develop engaging, user-centric educational experiences and solutions that integrate design and learning theories.

My expertise extends to qualitative research, leveraging insights to inform design strategies.

My adaptability and passion for lifelong learning enable me to design impactful learning environments tailored to diverse audiences.

TOOLS

Microsoft Office

Outlook, Word, Excel, Teams, OneNote, PowerPoint

Salesforce

Compass, Marketing Cloud

Visual Design

Illustrator, InDesign, Photoshop, Canva, Procreate, Dimension

UI/UX Design

Figma, Adobe XD

Motion Design

After Effects, Procreate

LMS

Canvas

Motion & Identity Designer

PlugOp Technologies (2023, 6 mo)

Created a compelling and informative explainer video to help investors better visualize the potential of the startup. Collaborated with the team on storyboard and script, aligning it with PlugOp's unique selling point, mission and solution.

Teacher - Social Studies

Rose Public School (2015-2018, 2 yr 5 mo)

Introduced innovative learning methods that augmented traditional textbook-based approaches that had encouraged rote memorisation. Promoted holistic learning by collaborative story creation, real world applications and utilizing a quality-based evaluation that encouraged students to inquire and think critically.

VISUAL & MOTION DESIGN PROJECTS

Comic - Gootargoon Pijan [\[LINK\]](#)

A 'Slice of life' comic series featuring a resilient pigeon navigating the complexities of the human world. This demonstrates proficiency in character development, sequential art, panel composition and visual storytelling techniques.

Infographic on Desert Locusts [\[LINK\]](#)

Inspired by firsthand accounts of desert locust attacks in India during the 2020 lock-down and the turmoil surrounding these swarms.

Gift Packaging for SKIN Perfume Graduation Project [\[LINK\]](#)

Designing the aesthetic look & feel, construction and form, user and tactile experience of the gift pack for SKINN by Titan.

Ghoonghat (Veil) - NID Design Project [\[LINK\]](#)

As part of 'Context and Information Systems' module: A project to raise awareness about the implications of "Veil" as symbols of patriarchy in Rajasthan.

Travelling Temples : The tale of the Phad [\[LINK\]](#)

As part of 'Publication Design Systems' module: This project is an illustrated take on an ancient illustrative story telling tradition of Rajasthan.

Slow-motion Animation [\[LINK\]](#)

Immersed viewers in the dance of rain clouds and peacocks in Rajasthan's Thar Desert, elevating the experience with classical Raag music.

PlugOp Explainer Video [\[LINK\]](#)

Crafted a narrative that effectively conveyed PlugOp's offerings to stake holders, building trust and investor engagement.

