

MENTWAB EASWARAN

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Professional Summary

Accomplished Visual Artist, Graphic Designer and UX/UI Designer with over 15 years of experience delivering accessible, impactful, and engaging design solutions. Skilled in blending fine art techniques with contemporary design to create compelling visual narratives across diverse platforms. Experienced in managing exhibitions, collaborating with artistic communities, and promoting inclusivity through creative works. Proficient in leveraging digital tools and online platforms to broaden audience reach and build cultural appreciation for visual storytelling. Recognized for a strong ability to balance artistic expression with strategic design.

Skills

- Branding Strategies & Marketing Plans
- Illustration Expertise & Typography Skills
- Accessibility Design & Inclusive Layouts
- Motion Graphics & Video Creation
- Strategic Planning & Project Execution
- Digital Platforms & Infographic Design
- Cultural Narratives & Community Projects
- User-Centered Design & Wireframe Tools
- Exhibition Planning & Event Coordination
- Creative Collaboration & Team Leadership
- High-Fidelity Mockups & Prototyping Work
- Excellent Verbal & Written Communication

Technical Skills

- **Design & Multimedia Tools:** Photoshop, Illustrator, After Effect, InDesign, Microsoft Suite
- **Web Development & Prototyping Tools:** HTML5, CSS3, JavaScript, InVision, Axure, Adobe XD

Selected Accomplishments

- ✓ **Recognition Through Artistic Excellence:** Earned the prestigious 36th Annual Mayor's Arts Award for outstanding contributions to visual arts and creative branding initiatives.
- ✓ **Showcased Artistic Talent in Prominent Exhibitions:** Featured in esteemed galleries, including DC Arts Center Gallery and Foundry Gallery, presenting original works that celebrate modern visual storytelling.
- ✓ **Redefined Digital Experience:** Directed the redesign of the Treasury and the NIH National Center for Biomedical Informatics and Information Technology (CBII) intranet, delivering user-centric interfaces and visually engaging layouts.
- ✓ **Expanded Artistic Reach Through Digital Platforms:** Established COOBAYA.com to connect broader audiences with accessible fine art and modern visual storytelling projects.
- ✓ **Revitalized Corporate Visual Identity:** Led branding and style guide creation for ASI Government, Oliver Optician, Procurement Round Table, Brana Play School, and Federal Acquisition Strategies, creating high-impact materials.

Work History

Owner – Coobaya.com

2021 to Current

- Managing a visual arts brand and shop offering accessible design products built for diverse and wide-ranging audiences.
- Creating illustrations and fine art, showcasing their accessibility through online platforms, galleries, and curated exhibitions.
- Utilizing digital platforms to connect with audiences and showcase innovative, contemporary visual storytelling initiatives.
- Designing projects merging traditional fine art techniques with contemporary graphic design to provide creative products.
- Built a personal art gallery to showcase original artwork and to promote engagement within the local artistic community.
- Establishing collaborative partnerships with local artists and organizations to create impactful community-driven exhibitions.
- Curating art collections that highlight diverse narratives, aiming to gain appreciation for accessible and inclusive designs
- Promoting inclusivity through art exhibitions and platforms, enabling audiences to experience meaningful creative artworks.

Senior UX/UI Designer – GOVCIO former Salient CRGT, Government Publishing Office (GPO) 03/2019 to Current

- Building application interfaces, streamlining Federal Government printing and publishing workflows to increase productivity.
- Producing detailed prototypes that provide seamless, adaptive user experiences across mobile and desktop environments.
- Spearheading visual designs, prioritizing compliance with Section 508 accessibility standards and government regulations.
- Collaborating with stakeholders to define goals, translating requirements into visually compelling and functional deliverables.
- Applying user-centric design principles to drive accessibility, usability, and functionality in government publishing applications.
- Creating innovative user flows that improve interface efficiency, supporting the unique needs of Federal Government clients.
- Leading cross-disciplinary teams to build cohesive engaging designs that align with federal agency goals and requirements.

Senior UX/UI Designer – National Institute of Health (NIH) 04/2016 to 03/2019

- Updated legacy applications by using feedback and applying usability principles to improve functionality and engagement.
- Developed prototypes and visual assets, improving data visualization and driving greater user interaction with applications.
- Constructed responsive and accessible designs optimized for seamless performance across devices and operating systems.
- Produced deliverables that added to user engagement and supported mission-critical objectives across NCI CBIIT projects.
- Collaborated with teams to refine application workflows, ensuring alignment with organization needs and user requirements.

Senior Graphic / Web Designer – Cyber Data Technologies, U.S. Department of Treasury 12/2014 to 02/2016

- Conducted comprehensive user research, transforming findings into design solutions aligned with organizational objectives.
- Developed infographics and communication materials, increasing stakeholder engagement and information dissemination.
- Collaborated with cross-functional teams to streamline intranet workflows, improving usability and access to key resources.

Previous Work History

Senior Graphic / Web Designer – ASI Government, Inc., Arlington, VA – 2005 to 12/2014

Exhibits

- The Community Collection – DC Center Art Gallery, Washington, DC – 04/2024 to Current
- Crazy Aunt Helen Restaurant – Washington, DC – 02/2023 to Current
- As You Are Bar and Restaurant – Washington, DC – 09/2022 to Current
- The Gender Within – Eaton Hotel, Washington, DC – 08/2022 to 12/2022
- The Mayor's Office of LGBTQ Affairs – Washington, DC – 06/2022
- The Gender Within – Dupont Underground, Washington, DC – 06/2022
- Infinite Growth – FAC Art Center, Frederick, MD – 05/2022 to 07/2022
- Group Show – The Yard Gallery, Washington, DC – 11/2021 to 01/2022
- Momentum Solo Show – DC Center Art Gallery, Washington, DC – 03/2021 to 06/2021

Training & Certifications

- Agile Practitioner
- UX Training – Nielsen Norman Group

Education

Parsons School of Design, Bachelor of Fine Arts in Communication Design – 2004