

AMRUTA POKARNA | IDC, IIT Bombay

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EDUCATION

Master of Design, Visual Communication, 2009
Industrial Design Centre, IIT Bombay

Applied Art Diploma, 2006 (2nd in merit)
Abhinav Kala Mahavidyalaya, Pune

Photography, 1 year Vocational course
Fergusson College, Pune.

Senior Secondary, 2006
S.N.D.T (External), Pune

Secondary School, 2000
St. Ursula's High School, Pune

IDC PROJECTS

Internship at SYNAPSE, Goa (2 months)

Synapse | Money Mentor is a company focused on creating innovative communication and information tools for Financial Planning and Investor Education. The goal was to empower financial advisors so that they can educate investors and offer them superior personal finance management services. Working in Synapse helped me learn different aspects of the financial world and a realization that even a serious topic like finance can be made interesting and appealing to people through design.

Design for the animal world | Nations Pride the Endangered Stripe

The tenuous relationship between tigers and humans has pushed wild tigers to the brink of extinction. Incomplete knowledge on the state of tiger population has made it difficult to set priorities and agendas for action. This project, thus, aims at spreading awareness and building recognition and support to make wild tigers valuable to humans through an audio-visual presentation|short film.

Exploring Book Design as a Tool for Story Telling

"Tell me a story" has been a request of both children and adults, also when told in an interesting manner makes it to be a more pleasurable experience. This very thought inspired me in designing a book which gives the reader a very different visual experience while reading the story. 'Monsters in the night', is a night glowing book specially designed to give children a dynamic experience in story telling.

Interpreting Elements of Image Making

The objective of this project was to study and analysis the paintings done by Gond artist, this helped me understand their thought process and implementation of various elements in the most simplistic yet unique manner.

Audio- Visual Teaching Aid for students of class 5, explaining a chapter from Science Book, 'Soil'.

Design Management and Professional Practice

This course highlighted various aspects of the Design world and how to solve and tackle problems in professional practice.

GROUP WORK

Remote Play Application for Teens

The project involved understanding the user i.e. the teenagers from various aspects of the society and developing concepts for remote play based on the findings. 'Scribbler' an interactive toy which can be used remotely was one among the various concepts and ideations done during the project.

Advanced HCI course by Prof. Anirudha Joshi

Game design as an aid for learning Math tables for 6-7 yr. old children.

The objective of the project was to help children make quick calculations and also to make their learning enjoyable. This process involved a lot of user surveys, developing concepts and prototyping for Flash games.

Workshop on 'Kolam' by Prof. Nanci

Illustrating a Flip book by studying and using traditional 'Kolam' art which narrates a tale on Global Warming and initiates a message to plant trees.

PROFESSIONAL EXPERIENCE

Visualizer at JWT, RMG Connect, Mumbai (1yr)

- Direct Mailers for Abu Jani & Sandeep Khosala, Manish Malhotra, Moët & Chandon, Taj Hotel & Tata AIG.
- Retail Design for ICICI Bank, Sangam Direct & Legrand.
- Story Boarding for Korex Stationary.
- Identity Design for Aaqua, Tata Cards, Aambir Restaurant, Amol Auto Parts & Career Excel.

Internship at SYNAPSE, Goa (2 months)

- Designed financial tools for SherKhan.
- Identity Design for Power to Investor and NAFL.
- Opening Web page for Money Mentor.

ACHIEVEMENTS

- Awarded First Place for the category- 'Best Illustration' in the 5th year of Applied arts, 2006.
- Abby Award Silver for a DM design, RMG Connect.
- Second Position at 'Fix it' (Analyzing a given problem and presenting a practical solution) at RGB, NID, Ahmedabad.
- Achieved Gold/ Silver medals/ certificates for several Art competitions.

AREAS OF INTEREST

Graphic Design, Communication Design, Concept Art, Illustration, Typography, Calligraphy, Photography, Animation, Craft, Fashion Styling, Painting.

SOFTWARE SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Corel Draw, Keynote.

PERSONAL INTERESTS

Travelling, Adventure Sports, Painting, Dancing, Watching Movies.

PERSONAL INFORMATION

DOB- 8th July 1985

PERMANENT ADDRESS

Khushboo(Bungalow), Silver Garden, Chinchwad Gaon, Pune-33.
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