

## Interests

Motion Pictures, Film and Video Communication, Interaction Design, Interdisciplinary design, Experience Design  
New Media design, Designing for Children, Story Telling, Design Research, Problem Solving

## Education

<b>Masters in Design</b> Visual Communication	Industrial Design Centre IIT Bombay, 2007-09	<b>CPI: 9.1/10</b>
<b>Bachelors of Fine - Arts</b> Applied Arts	ICG, Jaipur University of Rajasthan, 2003-07	<b>73.5%</b> (First Rank in final yr.)
<b>Sangeet Visharad</b> Vocal in Hindustani Classical Music	Gandharva Mahavidhyalaya Mumbai, completed in 2007	<b>60.3%</b>
<b>All India Senior Secondary School Certificate Examination (CBSE)</b> Maths-Physics-Chemistry	D.A.V. School, Kota 2002-03	<b>76.6%</b>
<b>All India Secondary School Examination (CBSE)</b>	Modern Sr. Sec. School, Kota 2001-02	<b>82.2%</b>

## Skills

- Illustrations both **realistic and stylized in over 10 different media and materials**, Canvas Painting in oil and acrylic
- **Digital Illustration** and Digital Painting using **tablet-pen**
- **Conceptualizing scripts** for films, multimedia presentations, books
- **Sound Design for background scores** in films etc.
- **Direction and Story Boarding** for films
- **Campaign Design** for Social Issues, Products and services
- Portrait and Studio **Photography**
- **Experimental lighting** in studio environments
- **Prototyping** working models
- **Sculptures** in clay

## Software skills

- Adobe Master Collection CS3 tools (Photoshop, Illustrator, Indesign Flash, After Effects, PremierPro.)
- Sound Forge, Cool Edit Pro
- Corel Draw 12
- Microsoft Office 2007

## Achievements

- Conceptualized **Publicity Designs** for IIT's Golden Jubilee year long events
- Selected for **Internship at MTV India**, creative department at Mumbai
- Designed **outdoor publicity posters, hoardings, booklets and brochures** for various events for Mood Indigo'08 which is Asia's largest student cultural festival
- **Copywriter and Radio-Jockey** for different genres of shows at 'FM7', a community radio channel at Jaipur
- **Won 1st prize** in 'Futuristic Concept Car Design Competition' at Mood Indigo'08
- **Represented IITB and Won 1st prize** for Street-Play competition at 'RGB - 2008' which is NID's inter-college annual design festival held at Ahmedabad
- **Elected as Class Representative** for 2007-09, at IDC, IITB
- **Coordinator** of the 'Design Experience Seminars 2009' and 'Design Experience Workshops 2009' a three day **national event** conducted by IDC, IITB
- **Solely Represented Rajasthan** at the 'Sanskaar Camp, 2000' by Gita Parivaar Association held at Sangamner where over 5000 students from Maharashtra participated
- **Won** various awards and participation certificates at local and **national level** cultural events for singing

## Conferences and Workshops

- **Calligraphy Workshop** by Achyut Palav, a world renowned calligrapher and master of modern calligraphy
- **Infographic Design** by Prof. Mahendra Patel, former faculty at NID and an expert of type design, signage and map design, chief mentor of Leaf Design, Mumbai
- Spring course on **Advanced HCI** by Prof. Aniruddha Joshi, Associate Professor at IDC
- **Brand Identity and Corporate design** workshop by Sudarshan Dheer, the grand master of Corporate Communication in India
- **Pottery and Raku Firing** workshop by late Mrs. Nirmala Patwardhan, pioneer potter of India, and the author of the book, Handbook on Glazes.
- **Bi-Cultural Game Design** Workshop by Dr.Nanci Takeyama-Losch, Assistant Professor at Art and Design, College of Arts and Sciences, Dubai
- **Typography Day 2008** organized by IDC at IITB along with India Design Association (InDeAs).
- **Anifest India 2008**, organised by The Animation Society of India (TASI)
- Seminar on 'Visual Narratives - stories through images', at IDC, 2009

## Projects

### 1. "Happiness"- An experimental Graphic Novel

Conceptualized and wrote the story about the abstract concept of happiness in lives of young persons. Designed and prototyped an experimental graphic novel, the printed book **explores the notion of image and sound and experiments non-linear narrative within a book**. It has images with dialogue boxes that play the audio when touched with the help of an integrated circuit. The book contains **44 illustrated, touch sensitive pages**.

### 2. "Who Am I? ..as an Indian." - A documentary film

This is a **25min** long documentary film on India and Indians. The **conceptualization, scripting, shooting conducting interviews, animation, editing, special effects and sound design** were all done single handedly. The film through **interviews of over 27 people, performances of various artists, city scapes animation and music** is knitted to create experience of a journey within oneself and through India.

### 3. "Seeing the Raag" - Exploring visual experiences of Hindustani Shastriya Sangeet

Presented a **research paper** at IDC about how musical compositions can be visualized.

Various experiments concluded the following developments:

- Created a **generalized system** in which any raag can be visually represented, based on its formal structure
- Developed a **musico-visual vocabulary**, based on the psychological impact of the 'chalan' of raags following this vocabulary, any composition can be visualized on paper
- **Audio-Visual experiments** to portray the 'chalan' and rhythm of any musical composition

### 4. "Remote Play Devices" - for Teenagers, a project for Marvel Technology - USA

Conceptualizing remote play devices after user **survey of more than 50 teenagers**, creating mappings of user - universe, social - cognitive - physical mappings, mappings for opportunities, Affinity mappings. Finally developed **3 conceptual devices** out of which **one is prototyped**. This is called "Scribbler", designed based on the primary action of doodling, through which one can send messages to friends and play games remotely within a fixed range of distance. Designed **navigation screens and games** to be put in the device.

### 5. "Internship projects with MTV Mumbai"

- Designed the **"MTV note-books"** for **retail section**. Book had innovative 2 sticky page album, one sticker page mood board of the character designed especially for this book, Illustrations on all pages
- Worked on **Posters and Invitation Cards** for MTV events
- Designed the annual **'VIACOM 18 business conduct statement brochure'**
- Did **Graphics for helmets** for the show 'MTV Roadies'
- Worked on the **Show Bug** for the program 'MTV Kick Ass Mornings'
- **Assisted the producer** on the shoot for the program 'MTV On the jobs'

### 6. "Sahayak" - Kiosk to provide service finder in a community and to be an interface between service provider and service finder

Conducted **contextual interviews** based on which **User Experience Goals** were set up, **video scenario** was constructed followed by **ideation**. Conceptualized and designed the **Kiosk interface and screen navigations**.

### 7. "Uttarayan" - Board game design based on the meaning and design of the South Indian Kolums

Conceptualizing the board, to develop strategy planning and future foreseeing capabilities in children as they learn about the importance of the festival 'uttarayan' and the **semantic meaning** of the kolum designs. The game consists of a hand painted board, 4 types of cards each illustrated with symbolical designs and a pair of numbered and a trump dice.

### 8. "Audio Visual teaching Aid" - Interactive flash presentation for 7th grade school, Maths teaching

Principles of **redundancy and semantics and communication theory** have been applied to make the concept of 'Congruent Triangles' interesting and understandable.

## Particulars

Date of Birth	18th February 1986
Sex	Female
Languages known	Hindi, English
Permanent Address	148, Pratap Nagar Dadabari, Kota, Rajasthan - 324009
Hobbies	Photography on negatives and developing prints in Dark-room, Travelling and touring, Singing, Kathak dance, Learning new music instruments, Painting, Making short videos, Reading, Story telling