



# Nandita Singh Dhindsa

Roll Number : 204205015

M.Des Graduate

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## Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
Master of Design (current)	Indian Institute of Technology, Guwahati	8.98 (Current)	2020 - Present
Diploma of Creative Writing in English	Indira Gandhi National Open University	65.32%	2018 - 2019
B.Sc Electronic and Electrical Engineering	Budapest University of Technology & Economics	84.9%	2003-2007
Senior secondary	CBSE board	69%	2002
Secondary	ICSE board	87%	2000

## Experience

- Assistant Professor at Woxsen School of Art & Design, Hyderabad** *Apr 2018 - July 2019*
  - Course Coordinator for the Department of Visual Communication.
  - Redesigned the curriculum for Bachelors of Visual Communication.
  - Taught modules: Typography, Materials and Processes, History of Graphic Design, Storyboarding.
  - Jury member for various examinations.
- Creative Director at Motifs of the Earth, Bangalore** *Oct 2015 - Mar 2018*
  - Created the brand identity, guidelines and all collaterals.
  - Conceptualized and directed the design of all products for the brand.
  - Managed public relations for events and workshops to represent the brand and drive its mission.
- Freelance Multidisciplinary Designer and Artist as "Sioveh" and "Gugu Monsta"** *~ Sept 2013 Onwards*
  - Workshops on typography, hand lettering and illustration.
  - Illustration and graphics commissions for various brands and people.
  - Large mural and environmental graphics projects at offices, restaurants and cafes in Bangalore like Wework, Localoye, Pot-o-Noodles and BBlunt among others.
- Graphic Designer at Kynkyny, Bangalore** *May 2013 - Oct 2013*
  - Worked with the Creative Director to create all visual communication requirements for sub-brands: Kynkyny Media, Kynkyny Sports, Kynkyny Art and Kynkyny Home.
  - Worked with the team to conduct the live and recorded talk show "Conversations with Namu Kini".
  - Designed the "Conversations with Namu Kini" website, and worked on brand products.
- Graphic Designer & Illustrator at Sharon Nayak Design, Bangalore** *Apr 2012 - Oct 2012*
  - Part of the team working to plan and execute fashion shoots for brands Inmark, Flying Machine etc.
  - Illustrations and graphics for greeting cards and various brands.
- Intern at Ogilvy & Mather Advertising, Kolkata** *Dec 2011 - Jan 2012*
  - Explored ways of conceptualizing working with the team and other interns.
  - Worked on illustrations and graphics for advertisements and marketing materials brands: Tata Steel, Tea Board of India, Goodricke.

- **Graphic Designer at Choice Solar India, Bangalore**  
- Branding, brochures, packaging and marketing communication.  
- Coordinated procurement operations and managed public relations.

Aug 2009 - Aug 2010

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## Projects

- **Seeker: Creativity & Innovation in Indian Education** Nov 2020, Aug-Sept 2021  
*UX Project (Self Initiated) - [shorturl.at/jLNT0](https://shorturl.at/jLNT0)*  
Research based UX project working with improving creativity in the Indian Education system. Utilized Design Thinking and Methodologies to do thorough research on creativity in the Indian Education system, and create a novel solution.
- **Emotions & Visual Narration** Jan 2021 - Apr 2021  
*Exploratory Project, Mentor: Prof. Sheetal M Gokhale*  
Research on Emotions and Emotional Intelligence to utilize in the medium of illustration through visual narratives. In-depth study of facial expressions and body language.
- **The Himalayan Chocolate, Manali** Aug 2020 - Sept 2020  
*Creative Direction & Illustration, Client: Rohan Keshevar, Collaborator: Gaurav Srinivas*  
Created the Branding and Visual Identity. Directed the concept, created illustrations, designed packaging for all products.
- **Barley & Grapes, Bangalore Airport** Jan 2019 - Feb 2019  
*Space Design & Environmental Graphics, Client: Sridhar Vakada*  
Conceptualized the theme for all artwork based on the restaurant interiors. Executed 4 murals onsite.
- **BBlunt Mini, Koramangala, Bangalore** Dec 2018  
*Space Design & Environmental Graphics, Client: Arch. Archana Kotian*  
Worked on concept requirements with the client. Executed two large murals onsite.
- **Pot-o-Noodles, Koramangala, Bangalore** May 2017  
*Environmental Graphics, Client: Dinesh Shanmugam, Living Edge Architects & Designers*  
Worked on concept requirements with the client based on the interiors. Executed 5 large murals and 4 paintings onsite.
- **Trafika Europe, New York USA** 2016 - 2018  
*Editorial Design & Illustration, Client: Andrew Singer - [www.trafikaeurope.org](http://www.trafikaeurope.org)*  
Illustrations and Layout Design for 9 editions of the digital literary quarterly publication.
- **Local Oye, Bangalore** July 2015  
*Environmental Graphics, Client: Aditya Rao, Localoye*  
Worked on concept requirements with the client for a large office. Executed 90 sqft mural.
- **The Heat - Mexican Cafe, Sadashiv Nagar, Bangalore** Oct 2014 - Feb 2015  
*Environmental Graphics, Client: Amit Lau, Cali Ventures*  
Worked on concept requirements with the client. Executed 2 typography murals, 2 patterned murals  
Created Environmental Graphics for vinyls for large glass walls.

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## Technical skills

- **Design Skills:** Design Thinking, User Research\*, Prototyping, Storyboarding, Illustration, Layout Design, Typography, Identity Design, Storytelling.
- **Design Tools:** Figma, Adobe Indesign, Illustrator, Indesign, Photoshop, Principle\*, After Effects\*, Procreate, Watercolor, Pen.

*\*Elementary proficiency*

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## Positions of Responsibility

- **Core Team Member**, Team Creatives, Ishanya - Dec 2020, to May 2021
  - **Course Coordinator**, Department of Visual Communication, Woxsen School of Art & Design, Hyderabad
  - **Creative Director**, Motifs of the Earth, Bangalore
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## Achievements

- **Valedictorian:** Was chosen valedictorian for the graduating class of 2007 at Budapest University of Technology and Economics (Budapesti Műszaki és Gazdaságtudományi Egyetem)
  - **Certificate of Merit:** Awarded a Certificate of Merit upon graduation for sustained academic excellence throughout the 4 years of study.
  - **IELTS: International English Level Testing System:** Gave the test three times and achieved 8.5 bands (out of maximum possible 9 bands) each time.
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## Extracurriculars

- **Blockchain Technologies & Decentralized Environments workshop:** A workshop organized by Department of CSE, IIT Guwahati in Collaboration with the University of Catania, Italy under the SPARC Project P:271 - Approximate Computing Techniques for Resource Constrained Edge Devices.
  - **Design: Creation of Artifacts in Society:** by University of Pennsylvania on Coursera.
  - **Short Term Painting Course:** 6 month painting course at Karnataka Chitrakala Parishath, Bengaluru.
  - **Volunteered at the Baha'i World Center in Haifa, Israel** for a year. Worked in an incredibly diverse environment, alongside people from over 100 countries.
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## Key courses taken

- TAFE Queensland, Australia - Diploma of Graphic Design, Sem 1 & 2
- Visual Design: Principles & Applications
- Usability Engineering\*
- Ergonomics
- Graphic Design
- Creativity & Innovation\*
- Design Methods
- Service Design\*
- Form Studies

\*To be completed in Nov 2021