



Siddharth Kumar

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M.Des

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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.Des	Indian Institute of Technology, Guwahati	8.93	2020 - 22
B.Des	National Institute of Fashion Technology, Kolkata	8.00	2015 - 19
Senior secondary	CBSE board	83.4%	2015
Secondary	CBSE board	8.8	2013

Experience

- Product Design Intern at OLX Group, Remote** *May 2021 - July 2021*
Worked on the seller side of the business to design a new seller journey for OLX Autos.
- UX-UI & Visual Communication Designer at Trident Group, Ludhiana** *June 2019 - Aug 2020*
Worked on the digitization of processes by designing digital solutions to reduce TAT and increase efficiency among employees. Designed social media, branding campaigns, print ads, motion graphics, video/photoshoots for new product launches.
- Graduation Project (B.Des) at Mura Collective, New Delhi** *Dec 2018- Mar 2019*
Worked on the rebranding of the studio. Designed typefaces, social media campaigns, print design, photoshoots for the product launches.
- Graphic Design Intern at Mad Earth Studios, Goa** *June 2018- Aug 2018*
Worked on motion graphics for fests, designed the rebranding of the studio, designed typefaces.

Projects

- Speculative Seller Journey - UX-UI, Service Design** *May 2021*
Mentor: Nitin Shekhar- OLX Group
Designed a new seller journey by designing an ecosystem of products for a user of 2024.
- Decision Making in High-Stress Environment, A Case of Pilots in Flight** *April 2021*
Mentor: Dr. Shakuntala Acharya, Asst. Professor - DoD, IITG
Did an exploratory study in sem. thesis, about commercial aircraft pilot's decision making in high-stress environments during flights and proposed design solutions to tackle the identified problems.
- Trident Yarn Business, Fibre2Fashion Expo - Visual Design** *May 2020*
Mentor: Nikhil Mittal, Branding Head - Trident Group, Ludhiana
Designed the visual branding of Trident Yarn and Trident's exhibition space at the F2F expo for yarns.
- Product Lifecycle Management - UX-UI Design** *Apr 2020*
Mentor: Nikhil Mittal, Branding Head - Trident Group
Designed the software for Trident's six verticals to track & manage the development of new products.
- HomeAway - UX-UI Design** *Dec 2019*
Trident Group
Along with HR dept., designed a portal for employees to search homes & flatmates within Trident.
- Big Dil Se - an R&R program for 16k employees (System, Visual Design)** *Aug 2019*
Mentor: Minakshi Arora - CHRO, Trident Group, Ludhiana
Designed a campaign to gamify the reward & recognition program to encourage interactions and engagements among employees, by designing a system followed by collaterals for the same.

- **Visual Rebranding and Typeface design** *Jan 2019*
Mura Collective, New Delhi
 Redesigned the logo, visual stylesheet, and designed two working typefaces for the new branding.
 - **India International Film Festival for Differently Abled by NFDC** *Jul 2018*
Mentor: Jit Ray- Design Partner, Mad Earth Studios
 Designed a set of motion graphics short video introductions for IIFFDA - by NFDC.
 - **Marth - Typeface Design** *Jun 2018*
Mentor: Jit Ray- Design Partner, Mad Earth Studios
 Designed a full working typeface to be used on the studio's website and branding.
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Technical skills

- **Software:** Adobe Suite (XD, After Effects, Illustrator, Indesign, Photoshop, Premiere Pro, Dimension), Sketch, Figma, Invision, Fontlab, GlyphsApp
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Positions of Responsibility

- **Creatives Head - Ishanya 2021** *Nov 2020 - May 2021*
The Annual Design Festival of DoD, IIT Guwahati
 Lead a team of 16 students to design the theme, branding, and website for the fest.
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Achievements

- **India's Best inhouse Design Studio (India's Best Design Awards) - 2021**
 Trident Yarn's Visual Branding project was sent as the official entry to the IBDA for Trident Group's branding team, which resulted in the team winning the award.
 - **Winner - Typoday (IDC, IITB) - 2021**
 Won the logo design competition at Typoday 21, among 180+ entries, organized by IDC, IITB.
 - **Bronze - Graphic Design Technology (India Skills (Nationals))- 2018**
 Won Bronze Medal in nationals, and got felicitated by Mr. Subhash Ghai and Cabinet Ministers.
 - **Winner - Graphic Design Technology (India Skills (Regionals, North)) - 2018**
 Stood as a Winner at regionals (north) and got felicitated by CM of UP.
 - **Child Scientist (District, State Level) National Children Science Congress - 2012**
 Participated and won the title of "Child Scientist" at the district and state level in NCSC 2012.
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Extracurriculars

- **Volunteer at ICoRD21 (IDC IITB, IISc):** Volunteered as a host and anchor in parallel sessions.
 - **Volunteer at Khoon NGO:** Worked as a graphic designer to run social media campaigns.
 - **Volunteered at Aahvan Ek Pahal:** Worked as a graphic designer to design campaign creatives.
 - **Training at Design Media School, Pune - India Skills, Nationals:** Rigorously trained under Mr. Satish Narayan for a month in graphic design technology.
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Key courses taken

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| • Interaction Design | • Graphic Design |
| • Design Methods | • Usability Engineering * |
| • HCI in Virtual Reality * | • Service Design * |

** To be completed in Nov 2021*