Sredha Pavithran

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M.Des - Dept. Of Design
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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.Des	Indian Institute of Technology, Guwahati	9.38 (Current)	2020 - Present
B.Tech	Govt. Model Engineering College, Kochi	7.4	2015 - 2019
Senior secondary	CBSE board	93.8%	2015
Secondary	CBSE board	10.0	2013

Experience

- **UX Consultant at 'Terrific Minds'** *July 2019 - August 2020*
  Designing interactive interfaces and workflows to enhance the user experience for eCommerce websites. Involved in branding projects and the visual design of webpages, mobile applications and print design.

Projects

- **Demystifying Mental Health** *Ongoing*
  Mentor: Prof. Mriganka Madhukaillya, Dept. of Design, IIT Guwahati.
  Research and exploration on how mental health and related issues are perceived by people in India.

- **Exploring Kalaripayattu in the new context**
  Mentor: Prof. Manoj Majhi, Dept. of Design, IIT Guwahati *January 2021*
  Initiated exploration of Kalaripayattu, a martial art form originated in India, in the new context. The study was done to understand the current scenario, the perception of martial arts and resulted in a proposal of a creative narrative. The study also included understanding the process in character design and deriving a character for the narrative.

- **Visual Identity Munnar** *April 2021*
  Self-Initiated - Visual Identity | Munnar on Behance(https://www.behance.net/gallery/120037197/Visual-Identity-Munnar)
  Initiated as an exploratory project to expand the classroom assignment of the course Graphic Design to create the brand identity for a geographic location.

- **The mascot for The Himalayan Chocolate, Manali** *July 2021*
  Client: Rohan Keshewar, Founder of The Himalayan Chocolate,
  Developed a character as the mascot for the chocolate company.

Technical skills

- **Design tools :** Adobe Suite (Illustrator, XD, Photoshop, PremierPro, After Effects, Indesign, Animate), Figma, Krita.
- **Operating system :** Windows, Linux
- **Programming languages :** C

Key courses taken

- Design Methods
- Representation Techniques for Animation*
- Creativity Innovation and Design Management*
- Introduction to typography (Cousera- CalArts)
- Interaction Design
- Introduction to Service Design*
- Graphic Design
- Introduction to Image making (Cousera- CalArts)

To be completed in Nov 2021

Positions of Responsibility

- Core team member, Ishanya 2020.

Achievements

- **National Children's Science Congress :** Entered as finalists in the paper presentation, on the project title 'Effect of Mining on the loss of Bio-diversity', on the focal theme- Land Resources: Use of Prosperity, Save for Prosperity, held during December 2011.

Extracurriculars

- **Certification :** Enterprise Design Thinking Practitioner, Issued in June 2020.
- **Workshop :** Participated in 2 days workshop on 'Brainwave Robotics' organised by IEEE Student Branch MEC held in September 2016.
- **Workshop :** Participated in a workshop on 'Machine Learning' organised by ASME MEC held in January 2019.
- **Workshop :** Participated in a workshop on 'Graphic Design' organised by Shaastra2017 IIT Madras, held in January 2017.
- **Industrial Training :** Undergone training under Kerala State Electricity Board, at Brahmapuram Deisel Power Plant in June 2018.