



# Baidantika Mandal

Roll Number : 180205007  
B.Des - Department of design  
Indian Institute of Technology Guwahati

7578983568(tel:7578983568)

baidanti@iitg.ac.in

www.behance.net/baidantikamandal  
www.linkedin.com/in/baidantikamandal

## Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	7.70 (Current)	2018 - Present
Senior secondary	CBSE board	74.6%	2017
Secondary	CBSE board	10.0	2015

## Experience

- Design Intern at Ideas Lab, CPDM, IISc.** *Feb 2021 - Ongoing*  
Designed and worked on an ongoing project focusing at designing a game play for kids on design thinking. Designed the visual elements and functions to improve the existing unit mechanism. Ideated on future revisions and created an overall design language to set it up.

## Projects

- Deux, Campaign/ Exhibition Design** *Ongoing*  
*D. Udaya Kumar, Associate Professor, Dept. of Design, IIT Guwahati*  
A exhibitionistic storytelling about a God, and the perception, mental exploration and more from the eyes of users, exploring archetypes of various characters and story writing. Taking the role of creative direction and planning out the medium, researching on folklores and more cultural and political influences, making an exhibition and a custom discography to present a visual and sensuous experience.
- Abhigyanashakuntalam**  
*Dr. Debapriya Basu, Dept. of Humanities and Social Sciences, IIT Guwahati* *Apr 2020- Jan2021*  
Graphical interpretation of a play by Kalidasa written in 4th century CE, A photo-story exploration and storytelling using only visual narratives.
- L.O.V.E, Visual Experience Project** *Jul 2020-Sept 2020*  
*Self Guided.*  
A visual interface journey based on anonymous-written Couplets, in which people share memories of the significant life experiences that contributed to their life story and the state of mind then and there. These Couplets are interpretation of their personal experiences, and my job has been to explore the mindfulness and physical exploration of the said emotions in the form of words, poems and art of the mind. Exploring such using the principles of visual narration.
- PERSONA, Book Redesign** *Jan 2020- Apr 2020*  
*D. Udaya Kumar, Associate Professor, Dept. of Design, IIT Guwahati*  
A graphical interface exploratory project that looked into improving the experience of reading a book. The process involved primary research about the target audience, and field research on individual archetypes and personas of the group. Explored storytelling through visual narratives as graphical illustrations and typography for a visual experien

## Skills and Software

- Design Skills :** Design Thinking, Brainstorming, Conceptualisation, User Research, Creating User Persona, Prototyping, Illustrating, Visual Communication, Photography, Videography.
- Software :** Adobe Creative Suite ( Illustrator, Photoshop, InDesign, Premiere Pro\*), Procreate, AutoCAD\*, Shapr3D.

- **Miscellaneous** : Scriptwriting, Directing, Concept/Visual brainstorming.

*\* Elementary proficiency*

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## Positions of Responsibility

- **Creatives Team, Alcheringa2020** :
    - Core Team : Ideating and Branding campaigns, Mood-boarding and brainstorming for projects, Mentoring Executives.
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## Achievements

- **National Children Science Congress; 2013, 2015**: Secured national position two times in the National level contest and once in state level in 2014.
  - **Diploma for Nrutya Shree (Adya) 2015**: Obtained the certification and degree in Nrutya Shree (Adya) in Odissi dance.
  - **Akhil Bharatiya Gandharva Mahavidyalaya, 2012** : Obtained the certification for the examination of Praveshika Pratham for Odissi Dance.
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## Extracurriculars

- **Editor** : 'Era: Abhikalp' 20 years of DOD, Publication & Editorial3-day workshop on Image sensing satellite development.
  - **Xpressions**, Drama club of IITG : Member of the club's core team, participated in theatre, street plays, scriptwriting and direction in the three and continuing years of the club, also acted as a creatives member for the club's publication and editorial.
  - **Coordinator at Model United Nations, IIT Guwahati 2019** : Writing background guide for the Lok Sabha committee, branding and marketing of Edition X, and organising the conference, a 3-day workshop.
  - **Inter IIT Cultural meet 2019** : Directed a mime play and participated in the fashion walk event.
  - **Odissi Dance** : I have been learning this art for 9 years now, and I have actively participated in various events.
  - **Overlooked events, anchoring, theatre and more at school level.**
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## Key courses taken

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|--------------------------------|------------------------------|
| • Art and Aesthetics in Design | • Cognitive Ergonomics       |
| • Principles of Visual Design  | • User Research Methods      |
| • Visual Narratives            | • Design Analysis            |
| • Animation Fundamentals       | • Typography and Grid System |
| • Graphic Communication        | • Systems approach to Design |
| • Design Management*           | • Technical Writing*         |

*\* To be completed in Nov 2021*