

Soumya Tiwari

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Industrial Design Center, IIT Bombay, Powai, Mumbai

Objective

Seeking learning opportunities and challenges at work to enhance my capabilities as a Visual Communication Designer and a professional.

Educational Qualifications

M.Des. (Visual Communication), IDC, IIT Bombay, (2007-2009)

B.F.A. (Applied Arts), Faculty of Fine Arts, M.S.U., Baroda, (2002-2006)

I.S.C., City Montessori School, Lucknow, (2002)

I.C.S.E., City Montessori School, Lucknow, (2000)

Work Experience

Company: Elephant Design Pvt. Ltd., Pune

Position: Communication Designer

Duration: August 2006- July 2007

Projects at Elephant Design:

Packaging design for Britannia Choco Gello, Treat and Marigold.

Font design for Commonwealth Games Pune and Maker Maxity.

Visual identity & language design for several other brands.

Internship at Enterprise Nexus Pvt. Ltd., New Delhi (May-June 2005).

Skill sets

Typography, Illustration, Calligraphy.

Softwares: Adobe Illustrator, Photoshop, InDesign, Flash, After Effects, Final Cut Pro.

Others: Knowledge of six languages, Public speaking.

Achievement

First Position and Gold medal in B.F.A., 2006.

Areas of interest

Typography, Book Design, Visual language design, Information visualisation, Motion graphics.

Projects at IDC

Colours (Project 3)

In this project names and descriptions of colours in Hindi, were used to trace the transition from verbal to visual communication. Output was compiled in the form of four books in which each page opens up to give the reader a completely new experience of a different colour every time.

Design of a Display font in Devanagari (Project 2)

Design of a display font in Devanagari, derived from experimental calligraphy, maintaining the uncertainty and spontaneity of calligraphy and fulfilling the requirements of a display font.

Study of Dhokra Bell metal craft in Ektal, Chattisgarh (Project 1 - Summer project)

Documentation of the craft, tribal life and culture. I observed the artisans at work and worked with them to understand their subjects, style and approach. I learnt the craft and created a few pieces and a stop motion animation for local children.

Documentation of 'Paan', Documentary film on Paan 'Ye Lal Rang' (Special Project)

Documentation of the process of making Paan in various Paan shops of Mumbai and Allahabad. Documentary film capturing the essence of Paan and Paan making.

Group projects:

'Remote Play' for teenagers (Interaction Design project)

Design of and interactive toy, 'Scribbler' for teenagers, which can be used remotely.

We did user study of teenagers from underprivileged, middle and higher class. We developed several concepts and a prototype for the final concept.

Audio-visual teaching aid for students of class 7, explaining a chapter from Geography book.

Animation on traditional 'Kolams', 'Knot with Nature', addressing the need for reviving the tradition of making Kolams and preventing deforestation.

Other interests

Travelling, poetry, giving voice overs and music.

Personal Information

D.O.B. - 02.08.1984

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