

# paridhi gupta

Master of Design (Visual Communication)

## Career objective:

To learn & gain exposure by working in a challenging corporate environment and apply my knowledge for the benefit of the organization.

**I believe: Sunrays don't burn until focussed!**

## Key Interests:

**Retail** (Visual Merchandising)

**Interactive Architecture** (Embedded Interactive Spaces)

**Graphic design** (Print, Web, Corporate Identity, Packaging Design)

## Educational Qualifications

**Masters in design** (Visual Communication) 2007-09

IDC, IIT Bombay (Secured CGPA for 3 semesters: 9.6 / 10)

Did my 4th semester at **School of Design,**

**The Hong Kong Polytechnic University, Hong Kong**

**Bachelors in design** (Fashion & Lifestyle Accessories) 2003-07

NIFT, Bangalore (Secured CGPA: 8.9 / 10)

**12th** (C.B.S.E board: PCM + Engineering Drawing) 2006-07

D.P.S. Mathura Rd, New Delhi (Secured 80%)

**10th** (C.B.S.E board) 2000-01

D.P.S. Mathura Rd, New Delhi (Secured 82.4%)

## Academic Exposure:

Representation Techniques (Illustrations, Sketching, Rendering)

Visual Design: Semantics, Typography

Photography (Manual & Digital media)

The Design Process

Paper & Printing Technology

Manufacturing Processes

Prototyping with soft wood, sheet metal (MS, Aluminium, Brass), bamboo, acrylic, alucobond, MDF board, PU foam, plaster of paris, potter's clay

**M. Design: Internship** (May 11 - June 11, 2008)

Graphic design (web, print, corporate identity) at Turtle-Media, Hong Kong

**M. Design: Project 2** (Aug - Nov, 2008)

Design awareness aid for high-school students in India

**M. Design: Project 3** (Jan 7 - April 28, 2009)

To enhance knowledge & confidence about authentic tea &

tea-products at local tea-shops for tourists in Hong Kong

(At School of Design, The Hong Kong Polytechnic University, Hong Kong)

**Graduation Internship** (May 8 - July 8, 2006) at HLL (Unilever), Mumbai

Packaging & Graphic Design for Pepsodent (Oral care)

**Graduation Project** (Jan 8 - May 8, 2007) at Levi Strauss Pvt.Ltd., Bangalore

Visual Merchandising

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## Permanent Address:

Flat no.C-703,  
Great Eastern Gardens,  
L.B.S. Rd, Kanjur Marg (W)  
Mumbai - 400 078  
India

## Other Details:

**D.O.B:** February 8, 1985

**Sex:** Female

**Languages:** Hindi & English

**Nationality:** INDIAN

## Interests:

Travelling

Trekking

Sports: badminton, swimming

Watching movies

## **Computer Proficiency:**

Adobe CS3 (Flash, Illustrator, Indesign, Photoshop)  
Microsoft office  
Solidworks  
Basic Stamp 2 (For programming motors, sensors, LEDs)  
Learning: Dreamweaver CSS, 3Ds Max 7  
Comfortable with Windows XP/ Vista & Mac interfaces

**Achievements:** (Can be shown, if required)

**Received Gold Medal** for Academic Excellence at NIFT, Bangalore (2003-07)

**Cultural Vice-President** at NIFT, Bangalore (2004-05)

**Received Marker Cup** for Engineering Drawing in 12th & 11th (2001-03)

**Achieved Silver medals / certificates** for Art competitions at DPS, New Delhi

**Member Activity Council** at Delhi Public School, New Delhi (1999-2000)

## **International Workshop Projects:**

(January - April 2009) at School of Design (SOD),  
The Hong Kong Polytechnic University, Hong Kong

**Designed “Aqua-byte: An interactive water-play”**

Workshop: Embedded Interaction Design by Michael Fox & Catherine Hu

**Presented “An analysis on Fengshui & Chinese Culture”**

Workshop: Design & Culture by Prof. Laurent Gutierrez

**Conceptualized “A Bi-lingual Digital Menu-card for local Restaurants in Hong Kong**

Workshop: iNPD (Innovative-New Product Development) by Prof. Xiangyang Xin

## **Freelance Folio:**

### **TECHFEST 2008**

Designed Posters, brochures for “Events: Zephyr, Eco-house” at IIT Bombay

Designed a magazine Ad for Techfest Competitions (Overdrive Magazine)

Designed T-shirt for Nexus 2008

**Pantaloons: “SALE! window display”**

Designed a window display for “SALE: JUNE 2008” for Pantaloons,  
Future Group, Mumbai

**Lokkesh Ahuja: “Store window display”**

Designed & executed a window display for a Bangalore-based fashion  
designer, Lokkesh Ahuja

**Shahi Export House: “Illustrative Comic Posters”**

Designed & executed a series of 14 illustrative comic posters on  
6-sigma rules & regulations for Shahi Export House, Bangalore