

## EDUCATION

- 2009 **University of Pennsylvania, Penn Design, Philadelphia, PA.**  
Certificate in Graphic Design.
- 2005 **Delhi University, Collage of Art, New Delhi, India.**  
BFA (Specialization in Applied Art)  
*Recieved instructions & hands-on experience in*  
Drawing, Composition, Advertising design,  
Print making (silk-screen, lithography, offset,  
woodcut), Illustrations and Photography.  
Final year specialization -- Display Design.

## EXPERIENCE

- 2006 **Rashmi Pujari Design, Philadelphia, PA, Freelance Designer.**
- 2012 **Designlore, Philadelphia, PA**  
*A design company owned by Laurie Churchman, who is an educator & a design consultant.*  
Designed the website for Laurie showcasing her projects and her achievements.

**Therasoft Online, San Jose, CA**  
*A start up company that creates management software for mental health counselors.*  
Designed promotional materials and banners to be displayed in various conferences.

**Manipuri Dance Visions, Pasadena, CA**  
*An institute for Manipuri Dance(Indian Classical Dance).* Created a visual identity.  
Designed logo, business card and promotional materials for their public performances. Also, redesigned their website.

**SilpaInc., Philadelphia, PA**  
*An architectural firm based in Philadelphia.* Designed the identity and a flash-based website that express their vision of designing simple, scientific and sustainable buildings. Also created newsletters, posters and other promotional materials.

**Princess Bags, Atlanta, GA**  
*A family owned business of designer bags.* Designed a flash based website that achieved the goal of becoming their main business interface and raised their sales.

**The Pennsylvania Triangle, Philadelphia, PA**  
*A student-run science and technology publication of the School of Engineering and Applied Science at the University of Pennsylvania.* Consultualized and designed the magazine cover for Fall'06, Spring'07 and Fall'07 issues which led to 33% increase in the distribution.

**Dr. Prashant Purohit, Philadelphia, PA**  
*A Professor of Mechanical Engineering and Applied Mechanics at the University of Pennsylvania.* Developed a website reflecting the scientific vision, research accomplishments and academic interests of Dr. Purohit and his group.

**Penn Tsinghua TC Chan Center, Philadelphia, PA**  
*Center for Building simulation and Energy Studies at the University of Pennsylvania.*  
Designed logo and a flash-based website that helped them become a global brand.

- 2008 **University of Pennsylvania, Philadelphia, PA, Co-designer.**
- 2009 **Aspen Design Challenge**  
*Hydroholics -- a water conservation campaign submitted to the Aspen Design Challenge for "Designing Water's future."* Co-developed the concepts, identity and website for Hydroholics. Produced flash animation for the website and YouTube.

**Central Delaware Advocacy Group**  
*An organization in Philadelphia responsible for creating an action plan for the redevelopment of the Central Delaware riverfront.* Co-designed the identity expressing their mission of creating a world-class riverfront.

**Penn Summer Arts Studio**  
*Art and Architecture summer program for High School students.* Co-designed the visual identity for printed and web-based publication materials.

- Summer  
2005 **Melange Design Pvt. Ltd., New Delhi, India, Graphic Designer.**  
*A design firm based in India.* Designed logo and brochure for the Indian Irish Trading Company(IITC) and developed display stand ideas for the NOKIA showroom.



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## SKILLS

Software  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe Dreamweaver  
Adobe Flash  
CoreIDRAW  
Adobe Fireworks

## INTERESTS

Watercolors  
Illustrations  
Badminton  
Skiing  
Baking  
Odissi(Indian Classical Dance)