Rishabh Kumar   18U130026
Industrial Design Center   **B.Des.**
Indian Institute of Technology Bombay **Male**
Specialization: Design   **DOB: 07-07-1999**

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2020	9.33
Intermediate/+2	ISC	Spring Dale College, Indira Nagar	2017	91.40
Matriculation	ICSE	Spring Dale College, Indira Nagar	2015	95.60

Experience

Mood Indigo, IIT Bombay / Core Group Member / Creatives Head [Apr 2020-Present]

- Asia's largest college cultural festival | Net worth: INR 70 Million | Footfall: 146,000+ | Colleges: 1700+ | 240+ Events
- Working in a team of 24 to execute the **50th Edition** of Mood Indigo.
- Leading and training a **2-tier team** responsible for the ideation and execution of the visual identity of the fest, designing digital and physical user experiences for the audience, and creating a coherent design and information system for the fest and its workforce.
- Orchestrated **'Indoor Indigo'** - an online series of 10+ competitions and **25+ Instagram lives** reaching an **audience of 100K+.**
- Pioneering a data-driven model to implement 'India's first fully digitized cultural festival'.
- Conceptualising, designing and curating avant-garde content spanning videos and posters for social media presence of the **only verified, most followed college cultural festival in India** including Facebook and Instagram.

Navnirmiti Eduquality Foundation / Videography and Design Systems / Freelancer [Feb 2020-Present]

- Co-directed and produced the after movie of Navnirmiti's annual Maths Fair 2019 hosting 3000+ students, which will be shared across the team, corporates, and other NGOs for future collaboration.
- Actively working on a Design system project for teaching modules for teachers with the team.

e-Yantra, IIT Bombay / UX Design and Identity Design / Freelancer [Jun 2019-Apr 2020]

- Formulated the User Experience of **'Rap Battle Competition'** held by **e-Yantra (an MHRD initiative)** for college students throughout the country.
- Designed the identity of the competition, including logo, website, and posters.
  Created the branding of e-Yantra's hardware division, including the logo, packaging, and product manuals.

Imaginarium India / Product Design / Intern [Jun 2019-Jul 2019]

- Worked at Imaginarium's design studio, which provides custom product solutions to a large variety of clients.
- Discovered user needs through contextual inquiry for the ideation, prototyping, and execution of a custom 3D printed product, using **FDM and SLS 3D printers.**

Dhundhoo / Graphic Design / Intern [October 2017]

- Created onboarding illustrations, print media prefabs and Identity Design for **Dhundhoo (backed by NASSCOM's 10,000 Startups)** that communicated various features of the product and was featured in **The New Indian Express, Kochi.**

Education

IIT Bombay / B.Des [2018-present]

- Bachelors in Design with a focus on Interaction Design and courses in Industrial Design.
- **Department Rank 2** in a class of 30 students, with consistent academic performance.
- Awarded **AP grade** for exceptional academic performance in the course 'Design, Society, Culture and Environment'.

Achievements

Garbo/Green Vision
- Participated in **The Times Of India's Green Parliament Initiative 2016**, where we exhibited a software prototype of a satellite/drone-based garbage detection algorithm to the **CM of Uttar Pradesh.**

International Informatics Olympiad, 2014
- Attained an **International Rank of 180** in Silverzone's IIO, 2014

Portfolio Link : https://rishabhk.me

Key Projects

My MI / Mood Indigo's pre-fest presence

Interaction Design, UX Design, User Research

- Conceptualised and executed a **singular web presence** for Mood Indigo which replaced its fragmented predecessor. **'My Mood Indigo'** merged **6 services** into one, which can accommodate more initiatives as required.

Wordplay / Narrative-Driven Game

Educational Game Design, Contextual Research
Guidance: Prof. Nina Sabnani & Prof. Bokil

- Ideated and executed an educational tool that aims to combine storytime and playtime through a combination of illustrated books and outdoor activities. Created and field-tested in Kendriya Vidyalaya as part of the Design Studio Project.

Sailaab / Survival Board Game

Game Design, Secondary Research, Prototyping
Guidance: Prof. Venkatesh Rajamanickam

- Created a survival-quest 3v1 board game with a team of 3, based on the theme of rising ocean waters and the fate of Bombay as the sea reclaims it, displacing millions as part of the course 'Design, Society, Culture and Environment'.

A Piece Of Flesh / Video Game

Storytelling, Game Dev, Coding, Illustrations
Guidance: Prof. Aditi Chitre

- Created a side-scrolling action-adventure game using Unity2D for the course 'Design, Storytelling and Narratives'.

Idgah / Typesetting, Visual Communication

Type-setting, Visual Communication
Guidance: Prof. Girish Dalvi

- Typeset the short story, 'Waiting for a Visa', by Munshi Premchand into 3 layouts: traditional, modern, and experimental.
- Experimented with laser-cutting as an experimental medium.

A design evangelist. Interested in human-computer interaction, tangible interfaces, and excited to work in gamification.

Skills

Core

- Ideation | User Flows | Wireframing | UI design | Rapid Prototyping | Design Systems | Layout design | Physical Prototyping

Tools

- Medium fidelity prototypes using Adobe XD, Figma & ProtoPie.
- Motion Prototyping with Adobe After Effects and Lottiefiles.
- Photoshop & Illustrator for Layouts, Posters and Illustrations.
- Adobe Premiere Pro and After Effects for Video Editing.
- Fusion 360 for parametric modelling.
- Cinema4D for 3D modelling.
- Unity 3D and SparkAR Studio for game development and AR experimentation.
- Web Dev using HTML/CSS.

Soft Skills

- Public Speaking, Project Management, Leadership

Extra-curriculars

Music

- Played the violin in **'Surbahaar'** for two consecutive years in front of a 2000+ audience.
- 4 years of Piano.

Hobbies

- Hobbies include photography, videography, sketching.
- Video games is my preferred medium of storytelling.
- Competitive Video games are my speciality.

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