



# Sindhura Thulasi

A Web and Graphic Designer currently working in Milan with 2 + years of work experience.

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My immense interest in doodling paved a path for me to the creative industry. The first step towards following my passion as my career was doing my bachelors in Visual Communication. As drawing was my base, I always tend to sketch my mind and plan out things before starting the actual process. I have an immense love for details as I believe they can have a strong impact when rightly placed. I'm more of an empathizer than a sympathizer which helps me a lot while designing user centric projects.

I see myself as a growing designer successfully shaping brands, as a person being able to easily blend in multicultural environments and as someone who has lots of fun doing her work.

## EDUCATION

**2015 - 2016** **Dual Master's in Visual and Web Design**  
Scuola Politecnica di Design, Milan, Italy  
68/70 Credits

**2011 - 2014** **Bsc Visual Communication**  
M.O.P. Vaishnav, Chennai, India  
CGPA - 7.5

## INDUSTRY EXPERIENCE

**Jan'16 - Present**

### Web and Graphic Designer - Noone, Milan

- Responsible for identity design of an upcoming brand BOND, a company which makes handmade bags. Main tasks included Identity definition based on customer needs, Logo Design, Tags and Labels Design and Packaging design for the entire product.
- Redesigned the wardrobe configurator of Flou. Main tasks included defining style, iconography and efficient user experience.
- Redesigned and developed the company's official website. Main tasks involved ideation, wireframes, defining a visual style, designing and developing using HTML, CSS and Javascript.

**Sep'16 - Dec'16**

### Design Intern - Noone, Milan

- Retouching and recreating images for Flou.
- Responsible for the general website structure for a better user perspective for Clients Flou and Natevo, both Furniture Design companies.

**Nov'14 - Mar'15**

### Design Intern - Vishnu Mohan Sutra's, Hyderabad

- Responsible for a complete Mobile App Design for an Organic Farm-to-Market Company to bring their products and company philosophy into a mobile app. Main tasks included market research, wireframing, mood board and designing all elements of the app including all the internal layers.
- Ideated and designed social media campaigns for brands like 24 Mantra Organic and 30 shades.

**May'14 - Sep'15**

### Graphic Design Intern - echoVme, Chennai

- Responsible for creating Illustrations and Posts for Social Media campaigns to boost publicity for various businesses including Fashion Accessory Stores, Car Showrooms and Hospitals.

## SKILLS



### Softwares

Illustrator  
Photoshop  
Indesign  
Lightroom  
Premiere Pro  
Sketch App



### Prototype

Invision  
Marvel  
Balsamiq



### Code

HTML  
CSS  
Basic Javascript

## LANGUAGE

en

### English

Speak and write

it

### Italian

Speak (Basic)



### Telugu

Speak (Advanced)



### Tamil

Speak and write



### Hindi

Speak (Intermediate)