

EDUCATIONAL QUALIFICATION



DUAL MASTERS

Dual Masters in Visual and Web design, Scuola Politecnica di Design, Milan (2015-2016)



UNDER GRADUATION

B.Sc. Visual Communication, M.O.P. Vaishnav College for Women, Chennai (2011-2014)
CGPA: 7.5



HIGH SCHOOL

STD. XII, S.B.O.A School and Junior College, Chennai (2011)
Percentage: 85.4%



PRIMARY SCHOOL

STD. X, S.B.O.A School and Junior College, Chennai (2009)
Percentage: 78.7%



LANDED ON PLANET EARTH

BORN IN INDIA, ON 12/01/1994

PRACTICAL EXPERIENCE

Design intern, NOONE, Milan
Sep-Nov'16

Responsible for identity design of 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. Responsible for optimization of images and general website structure for a better user perspective for Clients Flou and Natevo, both Furniture Design companies.

Design intern, Vishnu Mohan Sutras, Hyderabad
(Nov'14- Mar'15)

Responsible for complete App Design for a Organic Farm-to-Market Company to bring their products and company philosophy into a mobile app. Main tasks included basic design elements such as color selection, font selection and finer design elements of the app including all internal layers.

Graphic design intern, echoVME, Chennai
May-Sep'14

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

Design intern, J. Walter Thompson, Chennai
Apr-May'12

As a part of a design team, I was responsible for designing the Food Menu for a 5-Star Hotel Chain GRT Temple Bay, Chennai, India. Additional tasks included, design of Posters and Banners for Food Festivals in Chennai, India.

SOFTWARE SKILLS/ TECHNICAL SKILLS

Photoshop



Illustrator



Indesign



After Effects



Sketch



Invision



HTML 5



CSS 3



LANGUAGE SKILLS



ENGLISH



ITALIAN



TELUGU



TAMIL



HINDI



JAKKAMPUDI SINDHURA THULASI

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.

After my internship experiences in India, I departed to Milan where I'm currently pursuing my Dual master's in Visual and Web design at Scuola Politecnica di Design, which I believe is bringing me a step closer to living my dream. 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.

sindhubalaji36@gmail.com

www.sindhurathulasi.com

IT: +39 3339913582 | IN: +91 9940062484