

ABOUT

- W** **Portfolio**
<http://sindhurathulasi.com/>
- ✉** **Email**
sindhubalaji36@gmail.com
- ☎** **Mobile**
+91 9380680699

SKILLS

- ✍** **Softwares**
Sketch
Illustrator
Photoshop
Adobe XD
Indesign
Lightroom
Premiere Pro
- 🖥** **Prototype**
Invision
Marvel
Balsamiq
- </>** **Code**
HTML
CSS
Basic JS

LANGUAGES

- en** **English**
Speak and write
- తె** **Telugu**
Speak (Advanced)
- తె** **Tamil**
Speak and write
- हि** **Hindi**
Speak (Intermediate)
- it** **Italian**
Speak (Basic)



Sindhura Thulasi

UI/UX & Graphic designer based out of Bangalore with 2+ years of work experience including 1+ years of experience in Milan, Italy.

EDUCATION

Dual Master's in Visual and Web Design
Scuola Politecnica di Design, Milan, 2015 -2016
68 Credits (min 60)

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

INDUSTRY EXPERIENCE

UI/UX Designer
Loktra Technologies, Bangalore, Aug'18 - Present
Ideated & designed apps and web panels for different personas in the banking sector, ultimately aiding in making the lending lifecycle better and simpler. My role involves understanding their process, identifying pain points and coming up with solutions in the form of digital products.

UI/UX & Graphic Designer
Noone, Milan, Jan'17 - May'18
Responsible for the identity design of an upcoming italian 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.

Design Intern
Noone, Milan, Sep'16 - Dec'16
Responsible for the general website structure for a better user perspective for Clients Flou and Natevo, both Furniture Design companies.

Design Intern
Vishnu Mohan Sutra's, Hyderabad, Nov'14 - Mar'15
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.

Graphic Design Intern
echoVme, Chennai, May'14 - 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.