## Sindhura Thulasi

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



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**

Present

Sep'16

Dec'16

Nov'14

Mar'15

May'14

Sep'15

# Jan'16 • 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.

#### **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.

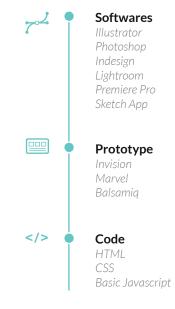
### **Design Intern -** Vishnu Mohan Sutra's, Hyderabad

- 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.

#### 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**



## LANGUAGE

