



# REUBEN ABRAHAM

**FREELANCE DESIGNER**

## CONTACT



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www.reubenabraham.com

## HOBBIES



Travel



Reading



Music



Writing



## PROFILE

Being an inquisitive and curious child, I got into a habit of sketching down every interesting thing I came across. Over due time I developed a keen interest in art and design, and have been sharpening my skills ever since. I have reached a point where I would like to share my passion with those equally passionate about their work. Aside from designing posters, logos and mascots, I have illustrated multiple abstract vector artworks carrying diverse messages for the society. I have been published in the school level and the college level. I have been the coordinator of the design team for the largest technical fest in eastern India, Innovision. Dozens of my posters have been published and duly appreciated. Alongside, I have also created multiple logos and mascots



## EDUCATION

### DELHI PUBLIC SCHOOL, BHILAI

Post Matriculation

2017

Passed 12th grade securing 88% marks

### NATIONAL INSTITUTE OF TECHNOLOGY

ROURKELA

Bachelor of Technology (Industrial Design)

2017-2021

Ongoing Graduation



## PROJECTS

### MONDAY MORNING

UI/UX DESIGN

NOVEMBER 2018

The Monday Morning app overhaul was a long overdue project. The revamped app now sports a much more interactive UI and a slew of new features designed to grab the user's attention within no time. The new app provides an improved and updated experience to become an app of real use and productivity for the end user.

As a UI/UX designer, I conducted user-experience surveys, user testing and interface and interaction design.

<http://reubenabraham.com/ProjectMM/index.html>

### NITR INTERNATIONAL MODEL UNITED NATIONS

BRAND DESIGN

DECEMBER 2018

After the stellar success of the first edition of National Institute of Technology, Rourkela's first International Model United Nations Conference, the institute as a whole realised the potential of an event of such gradeur. With the second edition the goal was to repeat the success of the premier edition while establishing a brand identity and visual design language.

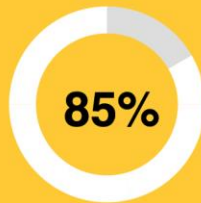
# SKILLS



ILLUSTRATOR



ADOBE XD



PHOTOSHOP



AFTER  
EFFECTS



SKETCH APP



INDESIGN



SKETCHING



# EXPERIENCE

## MONDAY MORNING

### UI/UX AND GRAPHIC DESIGNER

NOVEMBER 2018

Monday Morning is the second largest student media body in the country. Garnering valuable experience in an extremely professional work environment, I also get to co-ordinate with content writers and cater to a diverse design requirements. As a UI/UX designer, I conducted user-experience surveys, user testing and interface and interaction design.  
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## NITR INTERNATIONAL MODEL UNITED NATIONS OFFICIAL DESIGN PARTNER

DECEMBER 2018

As the official design partner of National Institute of Technology Rourkela - International Model United Nations, I designed the branding for the event while setting a design language for all related design material. I also designed multiple posters and poster series.

## OVOTEES DESIGNER

NOVEMBER 2018

Ovotees is an NIT based startup selling apparel and other clothing items. My work there involved designing printable graphics for T-shirts and other items.

## CREATICO LEAD DESIGNER

MARCH 2018

Creatico is an NIT based design studio catering to local and regional design requirements. Being the lead designer, my job involved designing posters, branding and choosing a design language for our clients.

## INNOVISION CO-ORDINATOR | DESIGN TEAM

NOVEMBER 2017&18

I worked as a design co-ordinator in East India's biggest techno-management fest, Innovision. Creating posters, flyers, cover pictures and other promotional material for the fest, I had the opportunity to work alongside some of the best designers in the institute.



# ACCOMPLISHMENTS

UCEED

A.I.R 88

NID DAT  
(PRE-LIMS)

A.I.R 61

IITJEE  
MAINS

98.6 PERCENTILE

IITJEE  
ADVANCED

90.6 PERCENTILE