

# Pavika (PJ) Buddhari

Independent Designer

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## Summary

I am a driven multidisciplinary designer, passionate about helping businesses and individuals turn their visions into reality. As a designer, I strive to tell meaningful stories and craft seamless experiences that feel intuitive, considerate, and engaging.

I am dedicated to creating and developing brand identities and user experiences across various platforms, from web/mobile to prints. I love exploring and bringing out my clients' passion in my work, as I believe that sincerity is key to telling an effective and compelling story. I have created visual experiences for a range of industries, including healthcare, wellness, tech, education, and entertainment.

Whether you're a prospective client, fellow creative, or just someone who stumbled upon my profile, if my outlook on design resonates with yours, don't hesitate to get in touch!

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## Experience

### **Independent Design Consultant at Personal Studio (pudjeeb.com)**

August 2015 - Present (1 year)

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### **Visual/UX Designer at Medullan**

August 2014 - November 2015 (1 year 4 months)

Medullan is a leading digital healthcare consulting firm that helps clients to connect with and engage healthcare consumers. We partner with clients at every stage of a development cycle – problem definition, user research, UX design and agile software development – and utilize Lean practices to validate and deliver highly innovative web and mobile applications that drive adoption and patient engagement.

### **Visual Design Intern at ThirdLove**

January 2014 - January 2014 (1 month)

- Designed digital marketing materials (for website, emails, and press)
- Brainstormed and researched illustrations to help strengthen the company's brand, to show the intersection between fashion and technology

### **Graphic Designer at TEDxCambridge**

July 2013 - September 2013 (3 months)

- Designed signage, and posters (for speakers and sponsors)
- Created stencils used for chalking on streets to increase publicity for the event

TEDxCambridge 2013 is a unique event experience that draws from the amazing wealth of innovation, passion, and inspiration found within Cambridge and beyond. The event attracted over 1,000 attendees, and the TEDxCambridge speaker talks have been viewed 18.5 million times.

### **Summer Design Intern at Howeler + Yoon Architecture**

June 2013 - August 2013 (3 months)

- Worked with a design team to conceptualize and formulate an exhibition design proposal for the 'Rights of Way: Mobility and the City' exhibition held at the BSA Space from Dec 2013 - May 2014.
- Researched content and concepts for the exhibition
- Assisted with daily office tasks (model fabrications, documentation, photography, etc.)
- Attended meetings with office clients and collaborators

### **Undergraduate Researcher at Massachusetts Institute of Technology (MIT)**

June 2012 - May 2013 (1 year)

Worked with different faculty members on design projects under the MIT Department of Architecture:

- Joel Lamere (Spring 2013): researched and crafted a design proposal for a space activation renovation in the lobby of Building 9 (on MIT campus); measured and model the space from scratch; modeled and drew the proposed design.
- Cristina Parreño Alonso (Fall 2012): collaboratively designed and produced drawings for international design competitions, one of which received an honorable mentioned award and was fabricated and displayed at ARCO in Madrid, Spain. (see link below)
- Larry Sass (Summer 2012): designed and tested a digital fabrication course on developing single and double curvature surfaces to be taught in Singapore.

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## **Education**

### **Massachusetts Institute of Technology**

Bachelor of Science (B.S.), Architecture, 2010 - 2014

Activities and Societies: MIT Syncopasian, Alpha Chi Omega Sorority

## **Shrewsbury International School**

2004 - 2010

Activities and Societies: Student Government, Community Service, Basketball, Duke of Edinburgh International Award

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## Languages

**English**

(Native or bilingual proficiency)

**Thai**

(Native or bilingual proficiency)

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## Volunteer Experience

### **Volunteer Teacher at HDF Mercy Centre**

July 2010 - August 2011

Taught English, Math, and Art to children in need in the slums of Bangkok

### **Student Volunteer at Baan Nontapum**

September 2005 - July 2010

- Helped baby sit, feed, and cleaned children who were physically impaired that they cannot feed themselves, walk, or talk
- Afternoon play-times with children with disabilities, but were still able to move around
- Organized donations (both monetary, food, and belongings) from friends and family
- Participated in their annual beach-trip sponsored by my high school to take care and play with the children for 4 years

Baan Nontapum (Bangkok, Thailand) was established on November 21, 1970 with the mission of taking care of children with disabilities (visual, hearing, or various physical impairments). I volunteered there consistently every year, having tasks that differed slightly from time to time.

### **Volunteer, Alpha Chi Omega Community Service Chair at Boston Area Rape Crisis Center**

February 2011 - May 2012

- Volunteered for the BARCC Walk For Change
- Volunteered to help run the silent auction at the BARCC Gala
- Participated in my sorority's events to raise money for BARCC

I was my sorority's Community Service Chair, where I also maintain contact with BARCC about volunteering opportunities and organizing sisters to help out regularly at the Walk For Change, and the Gala.

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## Interests

Visual Design, Interaction Design, User Experience, Illustration, Architecture, Communication, Lean, Technology, Photography, Film, Art

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## 1 person has recommended Pavika (PJ)

"For TEDxCambridge 2013, a 600-attendee evening-long TEDx event, PJ created the event's signage. This included everything from speaker posters to TEDx banners to TEDx stencils. As Operations Director, I gave her entire creative responsibility for the signage design and she delivered very well! The designs she created were attractive, original and crisp. In addition to her strong designs, she was timely and a pleasure to work with. I recommend PJ for any creative signage you may need."

— **Lea Poquerusse**, was Pavika (PJ)'s client

[Contact Pavika \(PJ\) on LinkedIn](#)