



suprabho

DHENKI

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2013-17

**Bachelor of Design,
IIT Guwahati**

CPI 8.69

2001-13

The Air Force School,

Subroto Park, New Delhi

91.6% | 4831 in JEE(Adv)

I am a storyteller and a motion graphic enthusiast. When I combine these two of my interests with my skills like story boarding, 2D animation and video editing I am able to weave together an engaging narrative from scratch.

I am often fascinated by the stories brands are able to build around themselves through brand strategy and brand language. This motivates me to use my skill in visual design and combine it with my ability to collaborate with the stakeholders to bring a brand to life.

Last but not the least, user experiences matter a lot to me. Any product is successful because of its users. And with my knack of user research and my ability to empathise with users enhance my ability to build intuitive Information Architectures, craft pixel perfect UI and garnish them with delightful of micro-animations. My interests in prototyping, front-end development, human psychology and consumer behaviour often proves helpful as well.

Moreover, I am a persistent learner who is always to learn new crafts to master his trade.

1mg

INTERACTION & MOTION DESIGNER | JAN'19 - AUG'19

Designing interactions to add delight and drive user retention. Designing the Design Language System and Motion Design guidelines that fits the brands and reinforces the brand archetype.

Microsoft

DESIGNER | JUNE'17 - JAN'19

I have worked in two design teams Bing and SharePoint and designed interfaces for different devices and platforms. I also worked on multiple internal videos and branding of AI conference.

Space Age Labs

LEAD DESIGN CONSULTANT | FEB'19 - JUL'19

Working with IoT startup to build the refine the UX of their dashboard.

goStops

DESIGN CONSULTANT | MAY'17 - PRESENT

I designed the brand identity for the hostel chain. This involved developing a new logo, defining the color palette, typography, iconography and an overall graphic style. I also consult on the design of the signages, website, online creatives and offline collaterals.

Cubical Labs

DESIGN CONSULTANT | OCTOBER'14-JUNE'17

I have undertaken varied projects, varying from Communication to UX design. I have worked individually, within teams and have led teams as well for some projects. Moreover, it has given me varied work experience as a freelancer, a team-worker, and team leader.

Winner ACM CHI '16

STUDENT DESIGN CHALLENGE

Saathi: Making it Easier for Children with Learning Disabilities to understand the Concept of Time

Head, Creatives & Brand Communication, Techniche'16
(The annual Techno-Management Festival of IIT Guwahati)

Student Representative,
Department Undergraduate Programme Committee for the Batch of 2017, Department of Design