

TARANA





Born on : 29th June 1984

To : Dr. S.L. Gupta and Mrs. Anita Gupta

Marital Status : Single

Sex : Female

Languages : English , Hindi & Punjabi

my
RESUME

e-mail : tarana@iitb.ac.in

tarangupta@gmail.com

Mobile : +91 9769268507

+91 9812592615

Address :

present - IDC, IIT Bombay, Powai, Mumbai.

permanent - 1153, Sector - 14,
Sonepat, Haryana



Education

- Masters in Design, Visual Communication, Industrial Design Centre- IIT Bombay (2007-09)
- Bachelor in Fine Arts, Applied Arts College of Art, Delhi University (2003-2007)
- Higher secondary from CBSE in Non-medical with 78% at Jankidas Kapur Higher Secondary School, Sonapat, India. (2001-2002) Subjects included : English, Maths, Physics, Chemistry and Computers
- Secondary School with 83 % (Distinction grades) from C.B.S.E at Holy Child School, Sonapat, India (1999-2000)



on field experience

- May - June 2008 Channel [V] India, STAR TV, Mumbai
Intern at promos department | one-and-a-half month
- April - may 2007 IJCP (Indian journal in clinical practice), Delhi
Graphic Designer and illustrator with design Studio | 2 months
- july 2007 Puja Nayyar, Fashion Designer, Delhi
Intern with design team | 5 Weeks
- May - June 2007 Cosmopolitan India, India Today Group, Delhi
Intern at fashion styling and graphic Studio | 2 month
- May - June 2006 IJCP (Indian journal in clinical practice), Delhi
Intern at Graphic Design and illustration with design Studio | 2 months
- May - June 2004 Shiv Shakti Exports, Delhi
Intern at fashion design Studio | 2 months





Core Competencies

- Illustrations & Story Boarding
- Design Research & User Behavior Mapping
- Journalistic Composition
- Kitsch Art
- Design Fundamentals: Form, Color, Space, Structure
- Fashion Styling.

IT and related Skills

Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe In-Design, FCP and MS-Office (Word, PowerPoint), Digital Photography, Screen printing, Offset Printing

- Specialized training at IDC in interaction design module (familiar with Interaction Designing process, distilling user observations and feedbacks, conceptualization, visualization, sketching, scenario development), Sustainability workshop, Jewellery workshop, Non-Narrative storytelling, Design Management, Info-Graphic and logo workshop.
- As a part of the assignment for the availing scholarship for teaching assistance, indulged in various industry-related projects including logo design, book design, user research, character design etc.
- Worked as a Designer with the Publicity team at IIT Bombay for Zephyr 2007 (Aeronautical Eng Dept), and Mood Indigo 2007.
- Witnessed a week long seminar of Kyoorius Design Yatra-08 at Goa - Convergence.
- Participated in U.M.O Bad Design contest '2006 (nuisances with technology). Details displayed on the host's official website usabilitymatters.org
- Freelanced as a fashion illustrator for over 2 years, for students of Pearl Academy of Fashion.
- Full time education for an year of the three years Diploma in Fashion Design at N.I.I.F.T, Mohali (Govt. Of Punjab) 2002-03.
- Craft Documentation in West Bengal and covered thoroughly the following crafts: Baluchari Sarees, Dokara Metal and Kantha Embroidery, (may-June 03).

Multi-disciplinary
Activities

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