

Objective

To work in the areas of Design Strategy and Communication Design. Explore meaningful and enriching research based projects. Apply my abilities to generate original and effective design solutions.

Education

- › Master of Design, Visual Communication, 2009
Industrial Design Centre, IIT Bombay
- › Applied Art Diploma, 2005
Abhinav Kala Mahavidyalaya
- › Senior Secondary, 2002
National Open School
- › Secondary School, 2000
Symbiosis Secondary School

IDC PROJECTS**Mask Hunter's Diary**

An independent research project which involved understanding the environment, culture and visual symbolism of the masks. The research culminated into a visual book identifying, documenting almost 95 masks of Ladakh and describing their importance in brief.

'My Grandfather', A Visual Memoir

A nostalgic, personal narrative with small experiences and anecdotes are woven forming a collage of words, old and new photographs and illustrations. It recreates certain moments and the character of an eccentric and yet lovable grandfather. Each account varies in tone and texture to give a new experience.

Sustainable practices in India

The objective of the project is to develop an awareness creating space about the ideas nature worship and harmonious sustainable living in the Indian culture. The exhibit intends to make people think about how their everyday decisions and reconnect with the environment.

Remote Play Application for Teens - Group Project

A user experience design project where we had to develop remote play applications for a chip that enables remote connectivity. The process involved understanding the living patterns of teenagers from three strata of society and developing concepts for remote play based on the findings.

PROFESSIONAL EXPERIENCE**Senior Designer at Elephant Design Pvt. Ltd., 2yrs July '05- July '06**

- › Identity Design for Sahyadri Hospital, Pune and Panacea Biotec
- › Packaging for Britannia Greetings '05 and Britannia Pure Magic cookie range
- › Retail Design for Pure Magic cookie range
- › Visual Language development for Varroc Engineering, Britannia, Bilcare

Free Lance**Either Or (Store), Pune 2004**

- › Print Ads and stationery
- › Hand painted Apparel and Accessories

Venkatesh Developers, 2003

- › Brochure Design

Others

- › Campus Placement Coordinator for Visual Communication 2009
- › Attended four Calligraphy workshops by Urja, The Calligraphy club
- › Two group exhibitions in Calligraphy
- › Taught at two Calligraphy workshops in 2003 and 2004

Achievements

- › Rebrand 2008 award for two projects done while working with Elephant Design Pvt. Ltd.
Britannia Pure Magic Cookies packaging design
Redesign of the Panacea Biotec identity and visual Language
- › Best Student Award in fourth year of Applied Arts, 2004

Skill Sets

- › Illustration › Photography
- › Typography › Sketching
- › Calligraphy

Software Skills

- › Adobe Illustrator › Adobe Indesign
- › Adobe Photoshop › CorelDraw

Personal Interests

- › Blogging, <http://tarujaspotpourri.blogspot.com/>
- › Was a part of a NGO, Friends Society for 2yrs
- › Reading, Painting, Writing and Dancing

Personal Information

- › DOB 20th April 1985

 - › Permanent Address
Kapil Malhar Apts., Flat no. 501, Tower 3.
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