

Ridhima Bhutani

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PORTFOLIO

www.ridhimabhutani.in

LANGUAGES

English (C2, IELTS 8.5)

Hindi (Native)

RECOGNITION

IxDA Interaction Award Winner, 2020

Best in Category - Connecting

World Design Assembly, 2019

Enhans presented at Education Forum,

WDO Hyderabad Design Week

ON THE WEB

Distinguished Design:

IxDA Past Winners Podcast

INTERESTS

- Social Entrepreneurship
- Participatory Research
- Learning Experience Design

COMPETENCIES

- Design Thinking
- User Research
- Communication Design
- Project Management

TECHNICAL SKILLS

Adobe Illustrator	● ● ● ○ ○
Adobe InDesign	● ● ● ● ●
Adobe Photoshop	● ● ○ ○ ○
Adobe After Effects	● ● ● ○ ○
Adobe XD	● ● ● ● ○
Articulate Storyline 360	● ● ● ● ○

EXPERIENCE

Co-Founder and Designer

July 2020 - July 2022

Upaai Design Strategy & Social Innovation, Gurgaon

Co-Founded **upaai**, a communication design firm focused on creating purposeful design strategies that can drive positive impact. Since its conception, Upaai has worked in collaboration with several organizations in the education and healthcare sector in India. My role at the firm involved working on project management, design research and strategy.

- Collaborated with **Saamarthya Foundation** to create an SEL curriculum for primary schoolers.
- Developed IEC Materials for **Mamta HIMC's** Project Jagriti, a social media campaign to educate disadvantaged youth on health & sanitation issues.
- Worked with the team at **Fold Labs** on the redesign of **Quest Alliance's** Career Skills Module, a program designed to equip youth from Tier 2 and 3 cities with essential career development skills.
- Developed the packaging, user manuals and how-to-use videos for **Oscar Medicare's** Covid-19 Testing Kits.

Freelance Communication Designer

July 2019 - June 2020

NeuroImaging & Interventional Radiology Department, **NIMHANS**, Bangalore

Created content to aid doctor-patient communication as a part of a team of 5 designers in collaboration with Dr. Hima Pendharkar (Additional Professor, **NIMHANS**). The team created multilingual audio-visual content designed to overcome language in literacy barriers during doctor consultations.

Fold Labs, Gurgaon

Worked as a part of team to develop and design content for **Quest Alliance's** 'Life Skills' course. The self-learning digital module was created to equip young people with necessary 21st century skills needed to thrive in professional and personal surroundings.

EDUCATION

London College of Communication, University of the Arts London

September 2022

MA Design for Social Innovation and Sustainable Futures

- December 2023

Graduated with Distinction

London, UK

Srishti Institute of Art, Design and Technology

2015 - 2019

B.Des. Information Arts and Information Design Practices

Bangalore, India

8.49 CGPA

Awarded certificate of commendation, recognising the commitment to excel in and go beyond the discipline undertaken.

L'École de Design, Nantes Atlantique

January - June 2018

Study Abroad Program, Digital Media Arts

Nantes, France

The Shri Ram School, Gurgaon

Graduated in 2015

ISC Board, 93%

Delhi, India