

# SAMARA SUDHIR

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## [ ABOUT ME ]

A multi-disciplinary designer specializing in product design and motion graphics, I have over three years of industry experience. I have collaborated with companies like One Plus and have been mentioned in a Rolling Stones Article for my work for an Indian musician. I graduated from Nanyang Academy of Fine Arts, Singapore, with a BA(Hons) in 3D Design Practice and am currently pursuing my Master's in Visual Communication Design at Rochester Institute of Technology, Rochester, New York.

## [ EDUCATION ]

**Rochester Institute of Technology (RIT)**  
Rochester, New York | Aug 2022 – May 2024  
MFA Visual Communication Design

**Aspira**  
Chennai, Tamil Nadu | Sept – Nov 2019  
Certificate in UI/UX Design

**University of Central Lancashire (UCLan)**  
Preston, Lancashire | Sept 2018  
Short Course in Product Design

**Nanyang Academy of Fine Arts (NAFA)**  
Singapore | July 2015 – June 2019  
BA (Hons) 3D Design Practice

## [ EXPERIENCE ]

**Kuya | Contract Designer**  
Rochester (Remote) | Jan – Feb 2024  
Played an integral role in the design process, contributing innovative ideas and solutions. Implemented design strategies while adhering to project timelines and quality standards.

**Rochester Institute of Technology | Graduate Assistant**  
Rochester | Sept 2022 – May 2024  
Working with a team to create motion graphics and graphic assets (like digital posters) for the Visual Communication Design and New Media Design Departments.

**Mavrik (FinTech Startup) | Design Head**  
Chennai | May 2020 – July 2022  
Sole designer, handling UI/UX, branding, illustration and graphic design. Designed three verticals of the company's app and website from the ground up. Awarded in a hackathon for a collaborative project with company team (took on designer role).

**Rillusion UI/UX Design Studio | UI/UX Intern**  
Chennai | Oct 2019 – April 2020  
Conducted UX research (interview analyses, affinity mapping, journey mapping, wireframes) and designed UI for companies related to IT services, FinTech and travel. Designed posts and icons for company's social media platforms.

**Crafts Council of India (NGO) | Product Design Intern**  
Chennai | Sept – Nov 2019  
Designed an artisanal gift set of 3 tangible products. Carried out the design process from concept to final product. Created physical mockups. Handed over designs to the Banyan (NGO) for production and supervised process. Products currently being sold at the Crafts Council store, Kamala.

**Rubeccon Communications Pvt. Ltd. | Graphic Design Intern**  
Chennai | June 1 – 30 2017  
Played a major role in brainstorming and conceptualizing with design team. Designed infographics and packaging for food companies - one of which was sold at a local bakery.

## [ ACHIEVEMENTS ]

**Mavrik | Hackathon Award**  
2022  
Awarded in a hackathon for a collaborative project done during her stint as Design Head at Mavrik.

**Marina Bay Sands | Exhibitor**  
Singapore | 2017  
Exhibited a toy collection, created as an undergraduate project, at the Gifts and Premium Fair.

## [ TOOLS ]

Figma, After Effects, Cinema 4D, Illustrator, Photoshop, Indesign,

## [ PERSONAL ]

Content creator, illustrator and designer (Instagram @samarasudhir)

Mentioned in Rolling Stones article as designer for local musician's lyric video

Collaborated on Instagram with One Plus India

Certified spirituality coach