

## EDUCATION

- 2009 **University of Pennsylvania, PennDesign, Philadelphia, PA**  
Certificate in Graphic Design.
- 2005 **Delhi University, College of Art, New Delhi, India**  
BFA (Specialization in Applied Art)  
*Received instruction & hands-on experience in*  
Drawing, Composition, Advertising design,  
Print making (silk-screen, lithography, offset,  
woodcut), Illustrations and Photography.  
Final year specialization – Display Design

## EXPERIENCE

- 2006 Present **Rashmi Pujari Design, Philadelphia, PA, Freelance Designer.**  
**Manipuri Dance Visions, Pasadena, CA**  
*Institute of Manipuri Dance (Indian Classical Dance).* Created a visual identity.  
Designed logo, business card and promotional materials for their public performances. Also, redesigned their website.
- Silpalnc., Philadelphia, PA**  
*An architectural firm based in Philadelphia.* Designed the identity and a flash-based website to express the vision of designing simple, scientific and sustainable buildings. Also created newsletters, posters and other promotional materials.
- Princess Bags, Atlanta, GA**  
*A family owned business of designer bags.* Designed a flash-based website that served as their primary business interface and raised their sales.
- The Pennsylvania Triangle, Philadelphia, PA**  
*A student-run science and technology publication at the University of Pennsylvania.* Conceptualized and designed the magazine cover for Fall'06, Spring'07 and Fall'07 issues which led to 33% increase in the distribution.
- Dr. Prashant Purohit, Philadelphia, PA**  
*Assistant Professor of Mechanical Engineering & Applied Mechanics at the University of Pennsylvania.* Developed a website reflecting the scientific vision, research accomplishments and academic interests of Dr. Purohit and his group.
- Penn Tsinghua TC Chan Center, Philadelphia, PA**  
*Center for Building Simulation and Energy Studies at the University of Pennsylvania.* Designed logo and a flash-based website that helped them become a global brand.
- 2008 **University of Pennsylvania, Philadelphia, PA, Co-designer.**  
2009 **Aspen Design Challenge**  
*Hydroholics – a water conservation campaign submitted to the Aspen Design Challenge for “Designing Water’s future.”* Co-developed the concepts, identity and website for Hydroholics. Produced flash animation for the website and YouTube.
- Central Delaware Advocacy Group**  
*An organization in Philadelphia responsible for creating an action plan for the redevelopment of the Central Delaware riverfront.* Co-designed the identity to express their mission of creating a world-class riverfront.
- Penn Summer Arts Studio**  
*Art and Architecture summer program for High School Students.* Co-designed the visual identity for printed and web-based publication materials.
- Summer 2005 **Melange Design Pvt. Ltd., New Delhi, India, Graphic Designer.**  
Designed logo and brochure for Indian Irish Trading Company (IITC) and developed display stand ideas for the NOKIA showroom.
- Summer 2004 **Scancom Solution Technologies, Noida, India, Intern.**  
Produced animations, templates and retouched images. Assisted in the development of a matrimonial website.
- Summer 2003 **DRDO Multimedia Lab, New Delhi, India, Intern.**  
*Defence Research and Development Organization (DRDO).* Designed ten templates for the homepage of the organization’s website. Produced flash animations and assisted in editing the video for presentations.



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## ACTIVITIES

Mentor for the West Philadelphia High School students to help them design logos for their academy.

Active member of the Penn Art Club.

Winner of the logo design competition for Scattergood Ethics in Feb 2008.

## SKILLS

**Software**  
Photoshop CS3  
Illustrator CS3  
InDesign CS3  
Corel Draw 12.0  
Flash CS3  
Dreamweaver CS3  
Fireworks MX

**Languages**  
English  
Hindi  
Oriya

## INTERESTS

Odissi (Indian Classical Dance)  
Cartoon making  
Watercolors  
Cooking  
Badminton