Rohina Thapar

Senior Designer: Communication & Product

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Designing across brand, print and digital, I approach my work as a self-reflective process and a quest to understand the bigger picture.

Work Experience   Active since 2015

Design Consultant, Freelance   Jan 2022 - Present | Bengaluru, India

- Leading product design of a children's learning application for **Little Light**
- Designing children's books, *Abanindranath's House of Stories*, *Eye Spy Indigenous Art* and *Art is a Voice* for **Art1st**
- Developing brand strategy and sub-brands for **Art1st**
- Building marketing collateral and brand guidelines for **Innosential AI**
- Researching and creating event presentations on 'Disaster Response for Children' for **IAP (Indian Academy of Pediatrics) Pedicon 2023**

Lead Designer, Little Light   Oct 2020 - Dec 2021 | Mumbai, India

Designing for Brand
- Conceptualizing Brand Identity from the ground-up: strategy, logo, language, graphic & typographic style
- Setting up and evolving Brand & Communication guidelines and templates
- Building brand styles for org documents, presentations, brochures, social media and all digital touch-points
- Setting up brand onboarding for new and existing employees

Designing for Product (**Digital**)
- Conceptualizing and developing mobile learning application for children, teacher's LMS platforms and org website (www.littlelight.in)
- Defining goals, creative approaches and roadmaps for digital touch-points
- Conducting and analyzing user, product and market research
- Collaborating with external UX/UI consultancies for app development
- Identifying and integrating resources in product lifecycles

Designing for Product (**Publication**)
- Design and production of curriculum books for children (ages 7-12)
- Setting up approach and styles for layout, typography and graphics
- Collaborating & co-ordinating with illustrators, writers, editors, printers

Lead Designer, Art1st   May 2019 - Dec 2021 | Mumbai, India

Designing for Brand
- Building yearly design strategy & action-plans aligned with business and brand objectives
- Evolving existing brand with extended guidelines, graphic & typographic styles
- Building brand styles for organisation documents, presentations, videos, brochures
- Creation of sub-brand identities for events, projects, brand verticals: Art Education Roundtables 2019, Art Education Summit 2019, Art Book Series, Art+Lit Library Program

Areas of Focus
Brand, UI/UX, Publication, Communication, Children's Products

Skills
Design & Prototyping
Sketching
Storyboarding
User Flows
Wire-framing
Layout & Typography
Graphics & Illustrations
Film Editing

Research
User study framework
User interviews
Surveys

Softwares
Adobe Suite, Figma, Invision, Miro, Google Suite

Certifications
Service Design (CIID Digital Learning)
Copenhagen Institute of Interaction Design
Issued May 2022

Education in India - Ideas | Policies | Alternatives
Centre for Civil Society
Issued Jul 202

Interests
Art, Illustration, Comics, Creative Writing, Pottery, Museums and Galleries

Designing for Communication
- Conceptualizing frameworks & ideas for brand communication
- Designing brand communications collateral - printed & online
- Managing organization website & blog
- Setting up brand and marketing channels for various projects
- Reviewing & analyzing efficacy of communication projects

Designing for Product
- Designing art curriculum & retail books for children (ages 7-11)
- Researching and conceptualizing 'Art Labs' (physical interactive spaces in schools)
- Developing digital products: Art1st Teachers' Portal, Child Art Museum, Website, Digital Books in collaboration with external partners

Design Lead, AICL Communications Ltd   May 2016 - April 2018 | Mumbai, India

Design for Corporate Communications
- Annual & Sustainability reports and brochures for **Reliance, Tata Steel, Tata Sustainability, Tata Motors, TGBL, Piramal, Apollo, Abott** amongst others
- Branding & Brand Collateral for **Tata Volunteering Week 2017**
- Covers & articles for issues of **Mahindra Everyday**
- Carbon pricing primer for **Mahindra Sustainability**
- 2017 & 2018 calendars for **Indiabulls**
- Distributers Rewards Packaging for **Diakin**

Graphic Designer, Ishan Khosla Design   Nov 2015 - April 2016 | New Delhi, India

Design for books
- 'Narratives for Indian Modernity: The Aesthetic of Brij Mohan Anand', 'Eye Spy Indian Art' by Ritu Khoda and Vanita Pai, 'Irregular Beauty' by Shirley Bhatnagar
- Cover for 'The Musk Syndrome' by Ruzbeh N Bharucha

Education

Bachelor's Diploma, Design and Visual Communications, 2011-15
Srishti Manipal Institute of Art, Design and Technology, Bengaluru, India
Awarded the special **Commendation in Visual Communication**

XII, Science and Commercial Art, 2009-11
Sanskriti School, New Delhi, India

Awards and Features

- PARAG Honors Book List, 2023: *Abanindranath's House of Stories*
- Bronze Medal (Children's Interactive Books), Independent Publisher Book Awards (IPPY), 2020 for *Art is a Verb*
- Best Annual Report at LACP, 2017 for Apollo Tyres and Piramal Annual Reports 2016-17
- Blue Elephant, Kyoorius Awards, 2016 for *Eye Spy Indian Art* (Category: Design for Books)
- **Special Commendation in Visual Communication**, 2015 awarded by Srishti Manipal Institute of Art, Design and Technology
- Invited as speaker for **IDC, Bombay's Designing for Children Conference, 2021**
- Invited as speaker at **Jaipur Literature Festival, 2020** for 'Art is a Verb' launch
- Invited as a facilitator for **Bookaroo Children's Festival, 2019** across India (Mumbai, Varanasi, Baroda and New Delhi)

Independent Project

Over my career, I have passionately worked on several projects for children. This passion has led me to 'POLU' - a self-initiated design research practice that aims to analyze, synthesize and produce literature around children's products and design for learning.