

# Shravan Rao

Art director with 5+ years experience and a strong background in visual + spatial design.

I strive for cross team collaboration and effective communication to build meaningful experiences.

Based in Providence, RI  
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## PROFESSIONAL EXPERIENCE

**Freelance, remote** • DEC 2020 - PRESENT

Art Director + Design Consultant

- Successfully delivered 12 projects for clients in diverse industries ranging from hospitality, finance to furniture startups in India. Created visually striking identities, logos and style guides, on brief and on schedule, resulting in a significant increase in brand recognition and retention. Clients: Onebytwo, Indian Association for Surgical Oncology (IASO), BanyanBerry and Le Papillon.
- Devised creative strategies and designs for breast cancer awareness through campaign events, logos, posters, presentation decks, social media and film for HCG Cancer Centre, Ahmedabad, India.

**Freelance, India** • JUN 2019 - OCT 2020

Art Director + Production Designer

- Assisted as an art director in one of India's most celebrated web series, 'Scam 1992' (IMDb 9.3). Contracted by Applause Entertainment, I was responsible for designing props, dealing with 3<sup>rd</sup> party vendors and art directing on-set in various locations across Mumbai, India.
- Led the art direction department for multiple award-winning short film 'Kohrra'. Created style references for treatment and tone, and steered set design, sourcing and budgeting. Accolades for the film include awards by Kashish Film Fest, Indie Short Fest and Lift-Off Global Network.
- Spearheaded production design for 'Katta ya Goli?' produced by Athom Pictures, New Delhi. Managed visual language, pre-production and creative guidance on set.

**Center for Complexity (CfC), RISD** • JUN 2022 - AUG 2022

Design and Technical Assistant

- Conceptualised visual identity for a design manual highlighting the Center's ongoing work on Opioids. Compiled editorial guidelines and research with key resources for the Rhode Island healthcare community, designers and students.

**Paintbox Studio, Mumbai, India** • OCT 2018 - MAR 2019

Art Director

- Developed visual assets, layout sketches and moodboards for multiple campaigns across print, web and social.
- Oversaw 8 projects through their completion, mediating timely and quality production with client, in-house CGI team and creative heads from ad agencies like BBDO, Dentsu and Ogilvy. Clients: Samsung, ITC Fabelle, Asian Paints, Vivo.

## ADDITIONAL EXPERIENCE

**TEDxBrown University** • MAR 2023

Set Designer

- Facilitated set design and construction for TEDx 2023 talks hosted at Brown University.

**RISD x Hyundai Motor Group Research Collaborative** • OCT 2022

Exhibition Production Assistant

- Managed team coordination, spatial planning and implementation of 'Sustainable Futures' exhibition. Assisted in design for social media, printed deliverables and tech setups.

**Interior Architecture Dept, RISD** • SEP 2022 - JUN 2023

Curatorial Assistant

- Developed floor plan drawings for dept expansion. Curation and print collaterals for 4 gallery shows including design of pedestals, layout logistics and installation of 45 graduating students' exhibitions for RISD Grad Show'23.

## EDUCATION

**Rhode Island School of Design (RISD)**

Master of Design (M.Des) in Interior Studies -  
Exhibition and Narrative Environments

Providence, Rhode Island, USA • 2021-2023

- Awarded RISD Fellowship Scholarship Academic Year 2021-22
- Thesis: 'Interstice' reimagines immersive engagement within homes by balancing interior and interaction design using Augmented Reality and IoT

**Brown University**

Course: ENGN 1010 The Entrepreneurial Process

Providence, Rhode Island, USA • SEP 2022- JAN 2023

**Srishti Institute of Art, Design and Technology**

Bachelors in Contemporary Art Practices (B.Cr.A)

Bengaluru, India • 2014 - 2018

- Thesis project 'In and Out of the Dargah' selected and funded by UNESCO, Aga Khan Trust for Culture and Centre for Deccan Studies

## SKILLS

**Creative:** Art Direction, Illustration, Branding, Storyboarding, Digital Photography, Data Visualization, Print + Web Production

**Strategic:** Design Research, Systems Mapping, Prototyping, Qualitative User Research, Business Model Design, Marketing and Communications, Leadership and Adaptability

**Spatial:** AR/VR content creation, 3D Modeling, 3D Scanning, 3D Printing, Environmental Design

## TOOLS

Adobe suite, Figma, Rhino 3D, AutoCAD, Unity, Slack, Miro, Google workspace, Notion, Keynote, Microsoft Office

## EXHIBITIONS

Virtual Spatial Morphologies • FEB 2023

Grand Gallery, RISD Museum

Crossing the Pell: AR/VR Exhibit • DEC 2022

Newport, RI

Re-Frame, INTAR Biennale • OCT 2022

Providence, RI

'Spring', a Viewing room • FEB 2021

New Delhi, India

Festival of Stories by StArt • AUG 2017

Bengaluru, India

Kochi Biennale x Tate BP Art Exchange • DEC 2016

Kochi, India

## PRESS

Fast Company, Providence Journal, Deccan Herald and The Hindu