

RIA RAJAN

Graphic / Fashion Designer

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Ria Rajan
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EDUCATION

B.Des LEATHER DESIGN WITH A MINOR IN TEXTILE DESIGN

National Institute of Fashion Technology, New Delhi

2019 - 2023

HIGH SCHOOL

The Shri Ram School- Moulisari
ICSE and ISC Board Examinations
Scored 97% in Grade X and 96% in Grade XII in Art Applications

2005 - 2019

CERTIFICATIONS

Offered through Coursera

The Museum of Modern Art
FASHION AS DESIGN

2019

California Institute of Arts
VISUAL ELEMENTS OF USER INTERFACE DESIGN

2019

FUNDAMENTALS OF GRAPHIC DESIGN

2018

SOFTWARES

Adobe Creative Suite
Procreate
Microsoft Office
Rhino 3D
CLO 3D
NedGraphics

Driven by my minimalist aesthetic and perfectionism, my creative outlets range from strumming the guitar to writing down my thoughts. Art and design is where they all meet. I appreciate the tactile experience that comes with working with my hands, finding ways to incorporate sculptural elements in all avenues of design, whether it is product, fashion or graphic design.

WORK EXPERIENCE

GRAPHIC DESIGN

31-12 Studio

January 2021 - Present

I have worked on curating the Social Media presence of multiple brands, with clients such as restaurants, luxury accessory brands and spirits. I have been involved in various campaigns, working on the ideation, moodboards and final creatives. I have worked for brands such as Olive Goa, The Right Sided and Hapusa, with collaterals that include creatives for social media well as for print.

GRADUATION PROJECT

Best Graduation Design Project, Leather Design Department

Samant Chauhan

January - May 2023

I worked on my Graduation Project at Samant Chauhan, following the design process from making the rough sketches in a notebook to conceptualising the final photoshoot. I worked on a ready-to-wear collection of garments and products under the Leathergoods Department. The collection consisted of raw-edge leather jackets with floor-length lining, featuring zari embroidery paired with leather appliqué work on the dresses and corsets. The collection, titled 'Rustic Splendour' has a boho-chic aesthetic, taking elements from Indian as well as Western silhouettes. It aims to cater to 20-50 year old women.

DESIGN & MERCHANDISING INTERN

Apollo International Limited (Leather Division)

June - August 2022

I worked on the sampling process for multiple clients, following the process from leather selection to cross-checking the samples with the tech packs. A few of my designs were approved by buyers and made into samples as well. Through the course of this internship, I learned how to identify different finishes of leather, how to formulate spec sheets, and how much of a difference 1/8th of an inch makes in the patterns for garments and bags.

POSITION HELD

STUDENT BODY PRESIDENT - PRESIDENT OF THE CULTURAL CLUB, NIFT NEW DELHI

November 2021 - August 2022

Student Body President - President of the Cultural Club Managing a team of 70+ students. Co-organised our College Fest, Spectrum 2022. I was responsible for handling the sponsorships and managing the two-day event meticulously.

SKILLS

Sketching	Pattern Making	Mock Development
Illustration	Sewing (machine, hand)	Surface Development
Print Making	Embroidery	Styling
Calligraphy	Specification Sheets	Photography
Sculpture	Fashion Illustration	Video Editing