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As a creative graphic designer, I strive to lead the way with innovative ideas to present information.”



Visual Communication Designer
print | web | logo | motion graphics

Currently working as a freelancer Graphic Designer and Design Consultant.

Projects

- **Identity Design** for *Leadwise Pvt. Ltd (Kanpur), Design Inventory (Delhi), The Mouse Pad (Georgia), Cabinet Vogue (Nice, France), The Kings Deal (online)(2009)*
- **Illustrations** for *Viaah Consultancy, Bangalore (2009)*
- **Web Designing** for *Inner Dimension.com (2008-09)*
- **Logo Design** for *Seattle Pub Tours and Touri Student (2009)*
- **Course and Content Design** for *Academy of Fashion and Design, Delhi, for aspiring student for NID, Nift and other design college across India(2009).*
- **Designing** of *Janyodha Calendar 2008, for Swaraj Bhawan, M.P (2008)*
- **Designing** of *Samjh Jharokha edition 20 for Vanya Prakashan, M.P. (2008)*
- **Redesign** of “*Jangarh Kalam*” (in english) a prestigious **Coffee Table book** on “*Indian Gond Tribal Art*” (2008)
- **Logo design** for *International River Festival 2008, M.P.*
- **Poster Design** and *Illustrations for Rashtriya Gramind Swasthya Mission (2008)*
- **Illustration** for a manual of Mahua harvesting for *Indian Institute of Forest Management Bhopal (2008)*
- **Visualized** and created a complete **visual language for branding** and stickers for *BSA Champ (Kids bicycles by TI cycles.) (2007)*
- **Designs** and illustrations for various magazines. (2008)
- **Signage & Flyer Design** for the *26th Convocation in NID.(2005)*
- **Packaging and surface graphics** for *Amul Chocozoo, for Amul, Gujarat (2005).*
- **Strategic System Design** for *Promotion and Announcement of NID Admissions. (2006)*
- **Identity Design and Stationary** for a Pune based Film Production Studio *Leaf Ntertainment.(2006)*
- **Redesigning of website** for *Madhya Pradesh Madhyam (Govt.body).(2005)*
- **Logo Design** for *Raas GARBA 2005 in NID*
- **Successful Co Ordination & Management** of *Monsoon Fiesta 2005 in NID*
- **Illustration** for children’s book selected by *Tulika Publication, Chennai*

Software Skills

Adobe **Photoshop, Illustrator, In design, Corel, PageMaker, Flash, Adobe Premier, Free Hand, Dream weaver & 3dsMax.**
Basic understanding of Programming Languages like C, C++,

Academics

Graduate of Visual Communication (Graphic Design) from NID
Diploma in Advanced Software Technology (2003) CMC Ltd.
H.S.C.(2001)Kendriya Vidyalaya No.2 Bhopal
S.S.C (1999) Kendriya Vidyalaya No.2 Bhopal

Course undergone in NID

Publication and Print Technology, Multi Media, Typography, Space, Form and Structure, Photography, Illustration, Color and Form, Elements of Film Making, Communication Studies, Basic and Advance Graphic Design, Packaging, Symbol Design, Design Concepts and Concerns Open Electives I (Collapsible structures) and Open Elective II (Screen Printing On Textile)

Participations

- Photography: "In search of Big Picture" Organized by Hindustan Times, New Delhi (2003)
- Animation and Film Workshop organized by Children Film Society Of India, & MP Kala Parishad (2003)
- Kala Samgam 2002 National Art Festival, Ujjain
- National Water Sports Camp organized by Dept. of Mountaineering and Allied sports, Manali, Himachal Pradesh (2000)
- 10th National Youth Parliament Competition 97-98
- II Position in Poster Making organized by UNFPA (National level), National council of Educational Research and Training, New Delhi (1996)
- All India Social Science Exhibition Jablapur (1996)
- Bal Natya Shivir `89 organized by Toli Bharat Bhawan Bhopal
- Many more State and National level Competitions in school with Kendriya Vidyalaya Sanghathan

Interests

Water Sports, Watching Anime, Reading, Driving and Photography

Rucha Tembe Toshniwal

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