Shravan Rao
ART DIRECTOR

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PROFESSIONAL EXPERIENCE

Freelance, remote • Dec 2020 - Ongoing
Design Consultant and Strategist
• 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.
• Created visually striking identities and style guides based on client and competition, resulting in an average 25% increase in brand recognition. Ensured creative work was on brief, on schedule and within clients' creative guidelines. Clients: Onebytwo, Indian Association for Surgical Oncology (IASO) and Le Papillon.
• Successfully delivered 12 projects for clients in diverse industries ranging from ed-tech, hospitality to furniture startups in India, contributing to their customer perception and retention.

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 3rd 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 spearheaded design, sourcing and budgeting. Accolades for the film included awards by Kashish Film Fest, Indie Short Fest and Lift-Off Global Network.
• Collaborated with directors, cinematographers and artists to help in the pre-production, poster design and on-set art direction for 'Katta ya Goli?' (short film releasing soon) produced by Athom Pictures, New Delhi.

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. Editorial guidelines and research bringing together key resources for the Rhode Island healthcare community, designers and students were produced.

Paintbox Studio, Mumbai, India • Oct 2018 - Mar 2019
Art Director
• Conceptualised and designed visual assets for local and international brands including Pidilite, ITC, Vivo and Samsung.
• Oversaw 8 projects through their completion, mediating relations with clients and creative heads from ad agencies like BBDO, Dentsu and Ogilvy.

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, curation and print collaterals for 4 RISD's gallery shows and dept workspace expansion. Involved in design of pedestals, layout logistics and installation of 45 graduating students' exhibitions for RISD Grad Show'23.

Photography and Social Media Assistant • Feb 2022 - Jun 2022
• Digital photography for 2022 graduate yearbook and high quality documentation and design for Instagram account and dept website layouts.
• Set up an archive of over 150 previous works, 3D models and drawings of current students and alumni.

EDUCATION

Rhode Island School of Design (RISD)
Master of Design in Interior Studies - Exhibition and Narrative Environments (ENE)
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 Visual Art and Product Design
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

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

Culture of Resilience • Apr 2018
Gulbarga, India

Festival of Stories by StArt • Aug 2017
Bengaluru, India

Kochi Biennale x Tate BP Art Exchange • Dec 2016
Kochi, India

TOOLS

Adobe suite, Figma, Rhino 3D, AutoCAD, Unity, Miro, Slack, Notion, Google workspace, ChatGPT, Midjourney

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

PRESS

Fast Company, Providence Journal, Deccan Herald and The Hindu

LANGUAGES

English (Fluent), Hindi, Gujarati