



**TANYA
MATH EW**

Born on May 4, 1994
Resides in Delhi
Call on 98188 79788
Email at tanya.mathew@gmail.com
Stalk on www.kachumpa.com
Impressions on instagram.com/kachumpa

ACADEMIC QUALIFICATION

2015-2017

Master of Design (Design Space) from **NIFT, Mumbai**
CGPA: **9.6**

2012-2015

B.A Programme (English & Political Science) from
St. Stephen's College, Delhi
Aggregate: **70%**

2012

Class XII, CBSE (**St. Paul's School, Delhi**)
Aggregate: **95.75%**

CO-CURRICULAR ACTIVITIES

DESIGN DOTS 2017

Designed the D.Dots 2017 publication for the graduating batch. Collaterals such as posters, banners, certificates were designed for the PG Seminar.

NIFT M.DES COURSE MAP

Visualised and designed the Master of Design course structure. This graphic is currently featured on the official NIFT website.

THE PHOTOGRAPHIC SOCIETY, ST. STEPHEN'S COLLEGE

Vice-President: 2014-2015

Secretary: 2013-2014

Organising, conducting and designing various activities ranging from Photography Exhibitions, PhotoTalks, PhotoWalks and Workshops.

ST. STEPHEN'S COLLEGE CALENDAR

Chief Designer & Photographer

Involved in designing and photography for the college calendar for the year 2013-2014 & 2014-2015.

'INTERROGATING MASCULINITES': AN INTERNATIONAL CONFERENCE

Designed the logo, branding, and various publicity posters for the conference.

WORK EXPERIENCE

REDCLIFFE HYGIENE, GURGAON

Creative Lead, August 2017-present

Managing brand communications of four proprietary brands: PeeSafe, GymSafe, MoskitoSafe and PalmSafe. Driving all aspects of creative design across social media, print, and web. Managing work of freelance artists and agencies. Developing corporate communications.

ASHWINI NGO, TAMIL NADU

Design Researcher/Volunteer, February-March 2017

Assisted in developing the Speech Therapy Clinic and conducting research on the disabled tribal children.

Designed the website of Ashwini NGO, pooling in resources from the Hospital, Community Health Programme, and Disability Centre.

RENTICKLE

Freelance Graphic Designer, June 2016-January 2017

Developing social media campaigns and executing design creatives for Facebook and Instagram.

J. WALTER THOMPSON, DELHI

Art Intern, May-July 2016

Worked with the art department to design campaigns for the brands VLCC and TATA AIA Life Insurance.

COLLEGE DUNIA

Freelance Graphic Designer, October 2015

Developing social media branding primarily for facebook.

CONNECT HUB, DELHI

'Graphic Designer', June-July 2015

Designed client-winning branding for Tech Mahindra, Natural Bath & Body, Himalaya, Ask Me, Quick Heal.

YWCA, DELHI

'Chairperson of the Youth Committee' 2013-2014

Headed the activities of the Youth Committee while playing the role of creative designer for all publication material.

PAPYRUS: THE POETRY JOURNAL

'Creative Coordinator', 2013-2015

Instrumental in setting up the identity of the journal along with designing the various publications.

SOFTWARE PROFICIENCY





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SKILL SETS

Design Research: Design Thinking, Design Methods, Human Centered Design, Ethnography

Website Development: HTML, CSS, Wordpress, Wireframes, Interface Design

Publication Design: Books, Calendars

Social Media Advertising: Facebook, LinkedIn, Twitter, Instagram

Presentations/Pitching: Powerpoint, Keynote, Indesign

Craft: Material deconstruction, clay, sculpting

Photography

RESEARCH PROJECTS

DESIGN FOR SOCIAL DEVELOPMENT: DEAFNESS IN NILGIRIS, 2017

Dissertation project that explores the use of visual communication tools in imparting education and awareness to deaf and disabled tribals in the Nilgiris, Tamil Nadu.

'SIGN, DON'T SIGH', 2016

Bridging the gap between hearing and deaf Indians by making Indian Sign Language (ISL) accessible to non-native signers and bringing out the visuality of Indian Sign Language through communication design. The project culminated in an interactive mobile application and flash card set on basic signs of ISL.

'ANIMAL-WALA', 2016

Developed a mobile application to act as an interface between Animal Welfare Organisations and Citizens during emergency situations where an animal (stray) is in distress.

VIDEO ETHNOGRAPHY ON ESCALATOR USERS, 2016

Conducted an ethnographic study on Escalator Users in Malls by identifying various user groups ranging from adults to children and how they interact with escalators in the setting of malls. The study was presented through a video compilation.

HOW DO YOU SAVE WATER, 2016

Conducted qualitative research on how citizens use water resources which developed into an interactive print newspaper advertisement to promote water sustainability in private and public spaces.

MINDMAP WORKSHOP, 2015

Conducted a workshop on design thinking methods and art to underprivileged students through an interactive learning session. The aim of the workshop was to introduce new learning techniques to improve their education.

VOLUNTEER EXPERIENCE

UNDP ASIA PACIFIC: 'CHAMPIONS FOR EQUALITY'

Infographic Design, August 2017

Used quantitative and qualitative data on gender equality initiatives in the Asia Pacific region to create innovative, informative, and visually appealing infographics for the UNDP Gender Division communications campaign, #Champions4Equality. Executed through online volunteer programme.

UNV NEPAL: 'INTERNATIONAL YOUTH DAY'

Graphic Design, July 2017

Designed banners for International Youth Day on the theme of "Youth for Peace". Executed through online volunteer programme.

UNITED NATIONS: 'GREENING THE UN'

Graphic Design, June-July 2013

Designed various posters and newsletters for the 'One Staff One Tree' Project for UNAMI (United Nations Assistance Mission for Iraq). Executed through online volunteer programme.

WWF: 'EARTH HOUR'

Volunteer, March 2013

Part of the team that executed the Earth Hour Fair in Delhi. Assisted the core Earth Hour team in organizing the fair.

ACHIEVEMENTS

Awarded **Gold Medal** for **Best Academic Performance** in Master of Design 2015-2017 from NIFT, Mumbai.

Invited as a **Speaker** for the **National Seminar** on "**Women Empowerment & Design**" on the occasion of Ambedkar Jayanti, 2017 organised at NIFT Bangalore. Nominated in recognition of Dissertation Work on '**Community Empowerment through Design for the Schedule Tribes in Nilgiris**'.

Completed a one month course in **Indian Sign Language** by **Atulyakala** in Delhi.

Two Posters featured in the book '**Presenting Shakespeare: 1,100 Posters from Around the World**' by **Mirko Ilic & Steven Heller** published by **Princeton Architectural Press, NY**. Oct 2015. One of the only two Indians featured in the international compilation from 55 countries.

'**Special Mention**' in the '**Gaming**' Category at the 6th Annual Mumbai Comic Con 2016.

'**Best Cosplay**' in the '**Gaming**' Category at the 4th Annual Delhi Comic Con 2014.

'**Best Cosplay**' in the '**Anime**' Category in the 3rd Annual Delhi Comic Con 2013.

Awarded **Certificate of Merit** in **Advanced Level Graded Examination in Music Performance: Grade 8 Piano** (Trinity College London, 2011)

Awarded **Certificate of Distinction** in **Intermediate Level Graded Examination in Music Literacy: Grade 5 Theory of Music** (Trinity College London, 2011)