

SHIVEN RISHI JOSAN

MULTIMEDIA DESIGNER

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ACADEMIC QUALIFICATIONS

- **Masters of Design, *majoring in Multimedia Design***, Monash University, Melbourne, Caulfield East VIC.
- **Bachelor of Technology in Electronics & Communication Engineering**, Manipal University Jaipur, Rajasthan, India, CGPA: 7.99/10.

TECHNICAL SKILLS

- **2D Design software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Midjourney AI.
- **3D Design software:** Blender, MAYA, Maxon Cinema 4D.

PROFESSIONAL EXPERIENCE

Creative Director, Tsar: Made in Bharat, Delhi, India Apr'24 - Apr'25

Tsar: Made in Bharat is a perfume brand launched in early 2025, blending India's rich heritage with a modern twist.

- Assisted in the development of the brand identity, combining India's heritage with modern luxury.
- Designed key packaging elements using 3D modeling software, blender.
- Ensured brand consistency across all touchpoints, from digital to physical assets.
- Collaborated with multiple teams to ensure the creative vision aligned with business objectives.

Interaction Designer, Tech Mahindra, Noida, Uttar Pradesh, India Jan'23 – May'23

Tech Mahindra is an Indian MNC offering innovative customer-centric information technology experiences.

- Designed a user-friendly UI for a telecommunication app.
- Conducted user research through surveys to understand user needs and preferences.
- Iterated on app designs using Figma within two design capstone projects.
- **Prioritized key features:** *Streamlined bill payment processes and simplified data plan selection.*

Design Intern, Ogilvy & Mather, Gurugram, Haryana, India Jul'22-Aug'22

Ogilvy & Mather is India's largest, most awarded, integrated communications agency that works towards growing businesses.

- Assisted senior designers with the creation of various marketing materials, such as brochures, presentations, social media graphics, and digital ads.
- Crafted innovative mockups and prototypes for a leading dairy brand in the Indian market.
- Demonstrated iterative design skills in Photoshop and Illustrator by producing multiple versions of a product sticker for a leading refrigerator brand in India.

Graphic Design Intern, Tournafest, Jaipur, Rajasthan, India May'21-May'22

Tournafest is an online destination working towards reinventing the Esports ecosystem for gamers.

- Designed engaging graphics for social media platforms (e.g., Instagram, Twitter, Facebook) to promote tournaments, events, and brand initiatives.
- Contributed to the development and refinement of brand style guides.
- Assisted in the design and production of marketing materials, such as flyers, posters, and brochures.

DESIGN PROJECTS : MONASH ART, DESIGN & ARCHITECTURE

FlavorBurst: Burst into Freshness, Packaging & Brand Design

Oct'24 - Nov'24

FlavorBurst is a conceptual oral care brand introducing a line of travel-friendly, giftable flavored toothpaste that combines convenience with unique taste experiences.

- **Logo Design:** The logo for the brand was designed by combining bold typography with a splash illustration to reflect the tagline "*Burst into Freshness.*" The design captures the essence of vibrancy and freshness central to the brand's identity.
- **Packaging & Brand Design:** Developed dynamic packaging designs for FlavorBurst using Adobe Illustrator. Utilized Blender for UV mapping and 3D modeling to produce realistic, market-ready product visualizations.
- **Stylescape Design:** Curated a comprehensive stylescape for FlavorBurst to encapsulate the brand's identity, integrating key elements such as imagery, color palettes, typography, textures, and UI designs for web and mobile. Highlighted consumer engagement with the product to ensure cohesive and impactful brand representation.
- **Motion Design:** Developed a motion graphics advertisement for FlavorBurst, leveraging assets created in Adobe Illustrator and Blender. Utilized Adobe After Effects to craft a dynamic product showcase video, highlighting the brand's design elements and features.

Rainbow Spirit Festival, Brand Identity Design

Oct'23 - Nov'23

Rainbow Spirit Festival is a four-day annual open-air music and arts festival that takes place during the Australia Day (26 January) long weekend, in Lexton, Victoria, 160 kilometres west of Melbourne.

- Crafted a vibrant and cohesive brand identity for the Rainbow Spirit Festival.
- Key deliverables included a 14-page identity guide featuring logo design, brand imagery, desktop and mobile homepage layouts, print posters, and merchandise designs.
- The unified aesthetic captured the festival's essence while ensuring versatility across digital and physical applications.

In The Shadows, Opening Credit Motion Graphics

May'23 - Jun'23

Developed an opening credit sequence for a conceptual docu-series, "In the Shadows: Unraveling Serial Killers and Gang Violence", accompanied by a detailed design process book.

- Developed a comprehensive guide serving as a roadmap for the motion graphics production.
- Converted real articles and newspaper extracts into digital illustrations using Adobe Illustrator and Photoshop.
- Created dynamic visuals to engage audiences in the intense themes of crime and violence by utilizing Adobe After Effects to animate and bring static illustrations to life through movement.
- Executed the final editing and post-production using Adobe Premiere Pro, integrating animated renders from After Effects to enhance the overall visual experience.

CO-CURRICULAR WORK EXPERIENCE

Design Director of MarkSoc- Marketing Society of Manipal University Jaipur

Nov'21 -Jul'22

Guided a team of 5 designers to create and execute educational and promotional social media content.

- Designed the Instagram page including the logo of the club.
- Conceptualized and designed social media posts, flyers and posters for the club.

Head Graphic Designer, LearnIT -Department of Information Technology, Manipal University Jaipur

May'21 – Nov'21

Designed posters and social media content like posts, and reels, for the LearnIT official handle on Instagram.

- Brainstormed new content ideas for events and social media engagement of the university audience through informative and appealing illustrations/designs.
- Mentored a team of 6 junior designers on design-based software like Photoshop and Illustrator to produce content.