# kanika trivedi
## Designer, Creative Storyteller more

**GET IN TOUCH!**
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## EDUCATION

**2021-2024**
**MA- Furniture Design**
**MA- Graphic Design & Visual Experience**
Savannah College of Art and Design (SCAD), Savannah

**2020**
**Architecture Journalism course** by Architecture Chat

**2019**
**Summer Design Studio**
Bartlett School of Architecture, London

**2014-2019:**
**B.Arch Bachelor of Architecture**
Aayojan School of Architecture, Jaipur

## SKILLS

### Software
Adobe Photoshop • Adobe Indesign • Adobe Illustrator • Figma • Solid Works • Key Shot • Autodesk Revit •Google Sketchup• 3DS Max • Vray: 3DS Max & Sketchup • Lumion • Microsoft Office • Autodesk • Autocad • Adobe Lightroom

### Design
Visual Design • Branding • Packaging • Design • Editorial • Copywriting • UI Design • Product Design • Brand and Visual Identity • Product Design • Social Media Marketing • Storytelling Art Direction • UX Research • Design Thinking • Brand Strategy • Creative Writing • Content Creation

## RECOGNITION

**2023**
UX Research Project "Metaverse Identity" publication in Litepaper by LAMINIA 1

**2023**
Innovation + Design by ISFD Finalist (Product Design Category)

**2020**
Reviving Cultural Heritage using Architecture as a Medium- Research Paper Publication with IIE

## CERTIFICATES

**2024**
SCAD Amp Certificate of Completion

**2023**
Design Research and Insight Translation by Lextant

## PROFESSIONAL EXPERIENCE

### Deloitte x SCAD Pro, Savannah | Creative Lead | *Spring 2024*
- Developed User Experience Framework for ideal client experience from the research and generated marketing strategies.
- Spearheaded Ideation and developed a creative vision along with the team.
- Devised copywriting for the microsite from the conceptual territories and achieved a cohesive tone of voice.

### CBS Sports x SCAD Pro, Savannah | Writing Lead | *Fall 2023*
- Spearheaded the curation of overall narrative of the project and based on it developed the final three-part presentation event.
- Crafted compelling script, narration and developed a Super Bowl TV commercial.
- Developed a content strategy and generated timely content on the process of the project

### Architecture Chat, Bhopal | Communications Intern | *Aug 2021-Dec 2021, May 2022-Sept 2022*
- Analyzed social media traffic and enhanced the presence with optimised marketing strategy.
- Developed visual content and copy for the social media.
- Developed web services and executed marketing funnels and increased user interaction.
- Organised online workshops and coached students on topics related to architectural design.

### Botanical Cafe, Udaipur | Social Media Manager | *March 2021- August 2021*
- Generated food and interior content and curated narratives through compelling storytelling.
- Developed social media strategy and successfully managed cafe launch.

### VenuGopal And Associates, Udaipur | Assistant Project Architect | *Aug 2020- June2021*
- Generated working drawings for projects and spearheaded on-site construction.
- Coordinated with principal architect and generated architectural working drawings for residential and hospitality buildings
- Collaborated with teams and devised various project conceptual pitches.
- Crafted project descriptions and generated content for social media and web puublications.

### Freelance Work, Jaipur | Designer, Content Writer | *2020*
- Crafted storytelling narratives of projects for publication purposes with Architectural firms.
- Generated web content and 3D Visualisation works for effective storytelling of projects at various Architectural firms.

### The Design Bridge, Jaipur | Junior Information designer | *August 2019- February 2020*
- Analyzed design news to consolidate best four and generated concise copy into news headlines daily for web application.
- Generated illustrations and content for social media.

### Romi Khosla Design Studio, Delhi | Intern | *January 2018 - May 2018*
- Generated working drawings for projects and spearheaded on-site construction on interior and architectural projects
- Coordinated with principal architect and developed prototypes for art gallery projects.
- Developed layouts as a marketing strategy of project documentations for print publication.

## ADDITIONAL EXPERIENCE

**2024 ICFF+Wanted Design Student Social Media Support**
Generated content at the International Contemporary Furniture Fair for social media.

**2023 SCAD Glyph Social Media Strategist**
Social media strategist for the graduate student club at SCAD Graphic Design Department.

**2021 SCAD Story Docent**
SCAD Story is a 4D experience show about Scad and how it came to be. Docents attend to guests and run the show every half and hour.

**2016-19 Web Content Editor**
Web Content Editor was mainly about creating and editing content related to important on-campus events, later to be published on the website of the college.