

krithika samavedula



Profile



visual designer



illustrator

With over five years in corporate design and freelancing, I've crafted impactful branding for offshore energy training, blending modern techniques with traditional flair in UI design, illustration, and animation. I bring versatility, strong communication, and marketing collateral experience to every project. My empathy ensures the work connects with its audience. I'm now looking to expand into content generation and social media management, combining creativity with strategic insight.

Portfolio

krithikasamavedula.com

CONTACT

T: +91 9972187510

E: krithika.s93@gmail.com

L: Bangalore, India

Work

FREELANCE VISUAL DESIGNER

Bangalore - Goa - Delft | 2018 - Current

- **Animation & Illustration.** Conceptualised, illustrated and animated videos for scientists at TU-Delft. Live-illustrated three posters for TEDxDelft talks
- **UI Design.** Designed CMS website for an e-commerce store in Nagpur and an eco-construction material start-up in The Netherlands
- **Packaging.** Created custom packaging design for material samples for TU Delft Global Fundraiser event.
- **Branding & Identity.** Created original typography and designed branding and identity of a modern cafe in Gangtok and an online shop in Nagpur
- **Print & Digital.** Designed and illustrated custom wedding invitations, for both print and digital media.
- **Editorial Design.** Designed and edited the cover and thesis book layout for a PhD student in TU Delft.
- **Logo Design.** Designed logo for a Space Consortium, OLFAR.

GRAPHIC DESIGNER

DOB-Academy, Delft, Netherlands | Aug 2019 - Oct 2022

- Worked on 200+ course presentations, infographics and illustrations related to offshore energy in corporate house-style. Created digital and print marketing collateral for monthly events and exhibitions.
- Conceptualised and executed marketing strategy using cultural and traditional Japanese storytelling technique of Kamishibai. Created hand-drawn artworks for 10 A3 sized watercolor illustrated panels explaining the company vision of logistics and installation of offshore wind farms in Japan.
- Created logo and branding package for company collaborations
- Collaborated with the Lab team to design a game poster for school children. which later led to formation of a 'DOB Academy- Kids' wing.
- Created illustrated maps, stickers and flyers for De Laape, DOB-Academy's corporate retreat wing in Friesland.

JUNIOR ARCHITECT

Studio Interweave, Gangtok, Sikkim | Aug 2017 - Jan 2019

- Detailed design drawings and execution for sustainable building technologies using local materials in Namchi, Sikkim.
- Design of studio's website portfolio

SOCIAL

Linkedin : Krithika Samavedula

Instagram: @leakymicrons

Education

Bachelor of Architecture

2011-2016 | **CGPA 8.87**BMS College of Engineering,
Bangalore, Karnataka

Interaction-design.org

2020-2021 | **Online course**UX Design, Design Thinking,
Gestalt Psychology, Information
Visualisation

Class XII CBSE

2010-2011 | **92%**Venkat International School,
Bengaluru, Karnataka

Skills

Graphic design & Illustration

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe Premiere Pro
- Adobe After Effects
- Procreate

UI Design

- Adobe XD
- Figma (learning)
- CMS (Wix, Squarespace)

Presentation

- MS Powerpoint
- Keynote
- Canva

3D Modeling

- Sketchup (3D)
- ProCreate
- Autocad

Project Management

- MS Excel
- Trello

Work (contd.)

INTERNSHIP

Charles Correa Foundation, Panaji, Goa | Jan 2016 - Oct 2016

- Conducted surveys and extensive user research on pedestrian footfall in the main square of Panaji. Assimilated and analysed urban research data to design different types of signage for Rotary Club, Panaji
- Created identity and implemented colour theory on Large-scale branding banners, guest welcome kit, flyers, badges and social media posts for 'Z-Axis Conference 2016', an annual architecture and design conference in Goa.

Awards and Grants

WHAT DESIGN CAN DO **Winner** | Mar 2023

- **CoolBricks.** Animated 1min video explaining the vision of the company representing innovative strategies for building a more circular society.

TU DELFT IMPACT BOOSTER **Grant** | 10,000 EUR

- **Design Proposal.** To create two animated science communication videos on PhD thesis and to facilitate training for the student to be able to create videos of their own using simple resources.

TU DELFT GLOBAL FUND **Grant** | 5,000 EUR

- **Explainer.** Collaborated with PhD student to present her complete thesis as an explainer video

NIASA THESIS AWARD 2015 **Regional Level** | Shortlisted

- **National Thesis Award for B.Arch.** Shortlisted and presented my B.Arch thesis on 'Re-imagining tribal traditions in Architecture' in 10 A2 composed panels exhibited in Salem.

References

Barbara Termorshuizen

Head Graphic Design,
DOB-Academy, Delft NL

T. +31 6 4876 0683

E. barbara@dob-academy.nl

Abhishek Pradhan

Founder, Head-chef
Cafe Blue&Yellow | Gangtok

T. +91 70017 83685

E. abhishekpradhan.gtk@gmail.com