

Ipsita Rajak

new media designer

<https://www.ipsitarajak.in/>

ipsita_r@nid.edu | rajakipsita@gmail.com

8890059030 | 6289346113



I am a new media designer with a background in architecture. Empathising, articulating and designing experiences to satisfy needs, wants and desires of humans at the intersection of physical and digital world is where I see myself invested in future. Looking forward to co - creating new experiences with my knack towards blending design research and innovation.

education

2020 - Present
National Institute of Design, Gandhinagar, Gujarat
M. Des | New Media Design

2012 - 17
Aayojan School of Architecture, Jaipur, Rajasthan
B. Arch | Architecture

experience

September 2023 - Present
Learning Experience Designer | Brane Enterprises Pvt. Ltd., Hyderabad, Telangana

September 2022 - April 2023
Brand Experience Designer Trainee | Asian Paints Ltd, Mumbai, Maharashtra

February 2020 - August 2020
Project Architect | Kamath Design Studio, New Delhi

June 2019 - January 2020
Project Architect | Interior & Product Designer | Arjun Rathi Design, Mumbai, Maharashtra

September 2017 - April 2019
Independent Architect | Artist | Designer

December 2015 - June 2016
Architectural Intern | Workshop & Exhibition Design | Anupama Kundoo Architects, Auroville, Tamil Nadu

proficiency

Problem Identification and Solving

Field Research through Research Methodologies - Qualitative and Quantitative
Rapid prototyping and user testing | User Journeys | Storyboarding
Ethnographic Research - Open Coding

Staging Experience, Spatial and Interactive Installation Design

Concept Development | Visualization | Fabrication and Production

Critical and Speculative Design

Design Fiction

toolset

Adobe Suite (Photoshop, Indesign, Illustrator, After Effects, Premier Pro), Figma
Maxon Cinema 4D, Rhino6, Grasshopper, Blender, Keyshot, SketchUp, V - Ray, AutoCAD,
Procreate, Arduino, Processing

interests

Design Fiction | Technology | Sketching | Art Direction | Culture | Food

Interested to dive in

Spatial Computing | Science of Emotions | Brain Machine Interface

achievements

Collaborated in a masterclass with Architect and Design Researcher Gabriela Aquije Z. as part of the CONTAGION Exhibition at the Science Gallery Bengaluru on June 05 2022 showcasing the project done in the Open Elective 2021: Visualizing the Virus.