

# INA SIDDQUI

VISUAL DESIGNER  
ILLUSTRATOR



## ABOUT ME

Hi! I graduated from SPD Milan, where I studied Visual Design for my masters diploma. I devour both print and interactive design with particular interest in branding, editorial design, typography and illustration.

As a visual designer I aim to ask the right question and develop concepts which are rooted in research and interactions.

## PROJECTS

2018 July : Application Design INGROWN with WeAreMuesli Studios.

2018 July : Illustration Series for App Design Ingrown.

2018 June : Letterpress Workshop with Claude Marzotto, Milan.

2018 April: Brand Identity for FIDE Barcelona with Serena Bovelli.

2017 Oct : Zine Library for Graphic Design Labs at SPD.

2017 Mar : Book Illustrations for Skand Series of Fiction Novels.

2017 Jan : Art Direction for Address Home Website.

2016 Aug : Address Home Sales Campaign Art Direction.

2016 Mar : Catalogue Design for Swarovski.

2015 Aug : Brand Manual for Dorset Kaba Security Systems.

2015 May: Packaging Revamp for Dorset Kaba Security Systems Pvt. Ltd.

2015 Jan : Handle Design for Swarovski.

2014 Apr: Home Decor Range Design for Magppie Retail.

2013 Apr: Laboratory Faucet Design for Roca.

2012 Aug: Craft Cluster at Budni, M.P, India.

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## WORK EXPERIENCE

2015 NOV - 2017 APR : Graphic Designer at Address Home Retail. Pvt. Ltd.

2015 AUG - 2015 SEP : Graphic Designer at Lucy's Cafe

2014 JUN - 2015 AUG : Product Designer at Dorset Kaba Security Systems Pvt. Ltd.

2013 DEC - 2014 APR Product Design Intern at Magppie Retail

2014 APR - 2014 JUN : Product Design Intern at Roca Bathware

2012 AUG- 2013 APR : Graphic Designer at Make a Difference

## EDUCATION

2017 OCT-18 JUL : Visual Design Masters Diploma , S.P.D Milan, Italy

2015 JUL: Interaction Design Foundation Workshop, Copenhagen Institute of Interaction Design, Copenhagen, Denmark

2010 AUG -14 APR : Bachelor in Design (Product) National Institute of Fashion Technology, India.

2010 MAR : ISC Board | Saint Dominics Savio College

2008 MAR : ICSE Board | Saint Dominics Savio College

## TOOLS

PHOTOSHOP : ● ● ● ● ●

ILLUSTRATOR : ● ● ● ● ○

INDESIGN : ● ● ● ● ○

RHINO : ● ● ● ● ○

3DS MAX : ● ● ● ○ ○

ART DIRECTION

EDITORIAL

WEB DESIGN

PACKAGING/PRODUCT

BRANDING

UX DESIGN