

IPSHITA PAL ✦

Storytelling through thoughtful design

ipal313@gmail.com

ipshitapal.com

+1 585 350 6542

@ipster97

I am a designer and researcher who converts ideas and stories into desired outcomes through visual communication. I love exploring typography, forms and colors to make vivid, thought-provoking design. My work is influenced by poetry, writing fiction, music, and the outdoors. Professionally, I am inclined towards human-centered design, advertising, branding, and motion graphics.

Education

Masters of Fine Arts

Visual Communication Design

Rochester Institute of Technology, New York

2022 – Present

Bachelor of Arts (Honours)

Design Communication

Lasalle College of the Arts, Singapore

2015 – 2018

Skills

UI/UX	Usability Testing
2D & 3D Animation	Prototyping
3D Modeling	Wire framing
Motion Graphics	Storyboarding
Graphic Design	User Personas
Branding	Qualitative Research
Editorial	Quantitative Research
Illustration	Photography
Printmaking	Content Writing

Softwares

Adobe Photoshop	Figma
Adobe Illustrator	Cinema 4D
Adobe InDesign	Substance Painter
Adobe After Effects	Dimension
Adobe Premier Pro	Microsoft Suite
Adobe Lightroom	HTML
Adobe XD	CSS

Certifications

RIT Saunders College of Business
Global Leadership Certificate Program
Spring 2024

Experience

Rochester Institute of Technology

Multimedia Designer

Responsible for the conceptualization, development, and production of design materials for a variety of marketing platforms.

2022 – Present

Graduate Teaching Assistant

Research and In-Class Support for New Media Design classes (undergraduate)

2023 – Present

AAJ Media Productions

Senior Design Executive

In house graphic design, project management, storyboarding, assistant direction, screenwriting, social media design, marketing and analytics, planning and development. Clients include Black Box, Telemonks, and the Board of Radioisotopes and Technology.

2019 – 2022

Prescientech Innovators

User Interface Designer

User interface restructuring and branding for a paperless writing product called Econote.

2019 – 2019

DDB Singapore

Junior Art Director (Intern)

Social media design and marketing, campaign ideation, and advertising for the McDonald's account.

2018 – 2018

Dure Technologies

Design Intern

Worked as a user interface designer with data dashboard design and information design for the World Health Organization.

2017 – 2017

Dentsu Aegis Network Asia Pacific

Design Intern

Design intern at Posterscope India. Worked in outdoor advertising and campaigns for Mondelez International.

2016 – 2016