

how

2000 - 2004: BFA Graphic Design (Distinction), California College of the Arts, San Francisco
1999 - 2000: Foundation Course, Srishti School of Design and Technology, Bangalore

what

JUNE 2008 - PRESENT: **Founder, Topic Studios | Contract designer at Adobe Systems, Inc.**
www.topicstudios.com

Founded Topic Studios in 2008, providing branding, print design and visual design & project management for web applications. Also worked with Adobe on UI design, content and project management for Photoshop Elements and photoshop.com

Great clients: Himalaya Healthcare, Dosa, The Oberlin Dance Company, Adobe Systems, Inc.

"Let's work together forever." Nancy Bertossa, Marketing Director ODC

JUNE 2005 - JUNE 2008: **Cofounder and partner, Vishé Inc.**
www.visheinc.com

Cofounded Vishé in 2005 and worked with over a hundred clients over a 3 year period on identity, print, web (front and back-end) projects as project manager, designer, client liaison, administrator, production manager and sole point of accountability. I learned a lot about the business of design from my clients and mentors.

Great clients: The Doris and Donald Fisher Fund, The Jewish Film Forum, Act Now Productions, The American India Foundation, Napo Pharmaceuticals, Novo Nordisk, Green Halo Designs

"We love them. So much so that Mr. Fisher and his son mentioned the project's results at our board meeting. You really did a great job and it was fun to produce something that was done in collaboration with Mr. Fisher, so the whole thing was quite a success. Your company was a pleasure to work with. Additionally, we are the envy of all of the world's vast population of ampersand aficionados!" Cathy Henning, The Doris and Donald Fisher Fund

MAY 2004 - JUNE 2005: **Junior Designer, Tenazas Design**
www.tenazasdesign.com

Creative director Lucille Tenazas hired me a week after graduation, and under her guidance I worked on my first real-world identity and print projects. From Lucille I learned not only the nuances of graphic design as a language, but also how to professionally yet gracefully interact with clients. I played the roles of graphic designer, production manager and doer-of-tasks-girl for the studio.

Great clients: The Slanted Door, The San Francisco Jewish Film Festival, The San Francisco Aeronautical Society, The San Francisco School

"I have always felt that the role of the designer starts with 'making things' and ends with 'making things happen'." Lucille Tenazas

why

I love graphic design. I love typography. I love my Wacom tablet. I'm passionate about honing my existing skills and learning new things everyday (Adobe CS5, HTML5, CSS3, Blueprint, Wordpress, Ruby on Rails). I'm excited about working on great projects for great clients.

what else

SAN FRANCISCO 2010

SPRING 2010: Contract position with the Photoshop Elements content team at Adobe Systems working on existing assets and creating new content

New clients: Diversity Business Solutions, Nukkad Restaurant, Kathaka Films, Live Wire Media

BANGALORE 2008-09

FALL 2009: Wrote articles on web design for Reencoded.com can be read on topicstudios.com/blog or <http://www.reencoded.com/author/madhavi/>

SUMMER 2009: Taught the course *History of Graphic Design* to Junior year students at the Srishti School of Art, Design and Technology

SPRING 2009: Worked with Janaagraha, an institution for peoples participation in public governance on their urban utilities mapping and accountability project

WINTER 2008: Poster on entrepreneurship wins the *TiE creADivity Challenge*

SAN FRANCISCO 2003-07

FALL 2007: Southern Exposure and MS Friends invitations win *American Graphic Design Award 2007*

SPRING 2007: CCA Fashion catalog (designed during Sputnik) included in *California College of the Arts at 100: Innovation byDesign* exhibit at SFMOMA

FALL 2006: The Slanted Door Identity and Menu System wins a *Print Regional Design Annual 2006 Award*

Lingba Lounge Menu and Winelist wins an *American Graphic Design Award 2006*

SPRING 2006: Freelance position at Mass Communication Creative director Mike Stees
Worked on projects for Leapfrog and Sonoma Academy

SUMMER 2005: Freelance position at Noon Design Creative director Cinthia Wen
Worked on ODC Dance Downtown collateral

Freelance position at Volume Design Creative director Eric Heiman
Worked on Uneasy Nature catalog, winner of STEP Inside Design: State of Design 2007 award

SPRING 2004: Published in *Type Directors Club Annual of Typography*, Student Winner. Instructor Jeremy Mende

Sputnik, Internship at CCA. Instructor Eric Heiman

MAY 2003: Internship at the SF Center for the Book

and...

PARTIAL CLIENT LIST

Adobe Systems, Inc
Act Now Productions
American India Foundation
Bluepointe Capital
The Doris and Donald Fisher Fund
Dosa SF
Elucido Media Networks
Green Halo Designs
Himalaya Healthcare
Ixoraa Media
Lingba Restaurant and Lounge
MS Friends
Napo Pharmaceuticals
The Oberlin Dance Company
Partners in School Innovation
Raghava KK
Ralph King
The Jewish Film Forum
The Slanted Door Restaurant
Southern Exposure
South Asian Bar Association
Tahera
TiE Women's Leadership Forum

SKILLS

Software: Adobe CS5 - Illustrator, Photoshop, InDesign, Flash, Dreamweaver
Microsoft Office - Word, Powerpoint, Excel
Code: HTML, CSS, XML
Other: Project Management of large-scale web projects with custom php-based content management systems
Digital Illustration, Photography, Letterpress
Languages: Hindi and Kannada (spoken and written)
Excellent oral and written communication skills

MEMBERSHIPS & AFFILIATIONS

CCA Alumni Association
SFMOMA
California Academy of Sciences
The Commonwealth Club
Small Business Administration, San Francisco
TiE - The Indus Entrepreneurs
Indesign Users Group
Agile User Experience Design San Francisco
Adobe Dreamweaver Prerelease User Group

References available upon request