

## how

2000 - 2004: BFA Graphic Design (Distinction) from the California College of the Arts

1999 - 2000: Foundation Course from Srishti School of Design and Technology, Bangalore  
(ongoing education via the www: especially online seminars by Adobe and Adobe TV)

## what

MAY 2004 - JUNE 2005: **Tenazas Design, San Francisco.**

Role: Designer

*Creative director Lucille Tenazas hired me a week after graduation, and, under her guidance I learned more in one year than I did in 4 years of college. Worked on identity and print projects as graphic designer, client liaison, production manager and office administrator for the studio.*

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

**Favorite quote:** "I have always felt that the role of the designer starts with "making things" and ends with "making things happen"." - Lucille Tenazas

JUNE 2005 - JUNE 2008: **Vishé Inc., San Francisco.**

Role: Co-founder and partner

*Co-founded Vishé after Lucille left me with a bunch of client projects to finish up as she won a fellowship and moved to Rome. Networked and marketed the studio like crazy, and subsequently worked on identity, print, web (front and back-end) projects as project manager, designer, client liaison, administrator, production manager and sole point of accountability.*

**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.

**Favorite quote:** "On the business side, Madhavi can manage customers and at the same time she could make a presentation to a Venture Capitalist." - Niraj Kataria

JUNE 2008 - PRESENT: **Topic Studios, Bangalore, India and San Francisco**

Role: Founder and lead designer

*Founded Topic Studios in Bangalore for existing clients in India and new potential clients as the market there was expanding. Set up an office in my apartment, installed CS3 on my new iMac, got a teaching gig at Srishti once a week and got to work.*

**Great clients:** Himalaya Herbal Healthcare, Dosa Restaurant, The Oberlin Dance Company

**Favorite quote:** "Let's work together forever." - Nancy Bertossa, Marketing Director, ODC

## why

I love graphic design. I love typography. I love my Wacom tablet. I'm really good at Indesign, Illustrator, Photoshop, Dreamweaver and Flash (CS3). I want to keep working on great projects for great clients.

## what else

MAY 2003 : Internship at the SF Center for the Book

JAN 2004 : Published in *Type Directors Club Annual of Typography*

Student Winner, Instructor: Jeremy Mende

SPRING 2004: Internship at CCA: Sputnik

Instructor: Eric Heiman

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

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*

MARCH 2007 - CCA Fashion catalog included in *California College of the Arts at 100: Innovation by Design* exhibit at SFMOMA

Canza and Susta logos featured in *Branded* by Debut Publications, UK

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

DECEMBER 2008: Poster on Entrepreneurship wins the *TiE creADivity Challenge*

PRESENT: Teaching a *History of Graphic Design* course to students in Junior year at Srishti School of Art, Design and Technology