

Meghana Reddy

Visual Storyteller | Design Researcher

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INTRODUCTION

I am an aspiring designer intending to build curiosity, kindle conversations, and prompt ideas with my work.

EDUCATION

Srishti Institute of Art, Design and Technology

B.Des in Information Arts and Information Design Practices
2019 - 2023

PROFESSIONAL EXPERIENCE

Suyatri Community Tourism Pvt. Ltd

Internship, Interdisciplinary Design

Aug 2023 - February 2024 | Bengaluru, Karnataka, India

Played a key role in the Creative Team for various projects requiring innovative solutions.

Information Design and Research:

- Researched and mapped insights acquired during on-ground visits to various existing projects and new upcoming projects with the community and the travellers being the primary focus.

Programme Curation:

- Ideated and developed community tourism programs from scratch and helped refine existing tourism programs.
- Strategised, planned, and scheduled creative interventions, ensuring all factors were considered to meet tight deadlines seamlessly.

Content Creation and Curation:

- Designed and refined creative collaterals for Suyatri and its programs, such as maps, information booklets, and games, to help ignite curiosity.
- Planned and created marketing content such as calendars, posters, logos, and posts, increasing customer interactions.

People's Archive of Rural India

Internship, Illustrator

June 2022- Aug 2022 | Bengaluru, Karnataka, India

- Contributed illustrations for articles published by PARI.
- Ideated, developed and refined posters to be used in workshops and schools. These posters visually depicted stories from PARI articles.

DESIGN SKILLS

Design Thinking
Design Research
Strategic & Creative
Problem Solving
Storytelling
Information Design
Illustrating
Gamification

TECHNICAL SKILLS

Adobe Creative Suite
Affinity Softwares
Office Suite
Notion
AI Tools
Wix
Figma

PERSONAL SKILLS

Brainstorming & Idea
Generation
Critical Thinker
Collaboration
Empathy
Meticulous
Resilience & Adaptability

LANGUAGES

English (Native)
Telugu (Fluent)
Hindi (Fluent)
Kannada (Fairly Fluent)



PROJECTS

A Trove of Tales

A curiosity-building Game and Toolkit using story-making as a tool.

Skills Used- Design Research . User Research (Public Engagement) . Storytelling . Gamification . Brainstorming & Idea Generation . Strategic & Creative Problem Solving . Information Design . Adobe Creative Suite . Affinity Softwares .

Not Dolls

An unfolding booklet introducing sex tracking to 10-15-year-olds from lower economic backgrounds to show them the rights they have, inform them who to reach out to, and bring hope.

Skills Used- Design Research . Storytelling . Illustration . Information Design . Brainstorming & Idea Generation . Strategic & Creative Problem Solving . Adobe Creative Suite .

Gather & Gourmet

A community tourism program introducing the wild edible leaves of Wayanad through an engaging foraging game.

Skills Used- Design Research . User Research . Storytelling . Gamification . Brainstorming & Idea Generation . Strategic & Creative Problem Solving . Collaboration . Affinity Softwares .

VOLUNTEERING

CoRescue

Disaster & Humanitarian Relief Volunteer

April-May 2021

During the second wave of the COVID-19 pandemic in India, I was a part of the Data team at CoRescue—an organisation that was created to help connect those affected by the virus to life-saving resources and care. In the Data team, I volunteered to help analyse, filter, and catalogue resources we discovered across India

Zooniverse

Disaster & Humanitarian Relief Volunteer

Jan 2025-Present

Zooniverse is a platform for people-powered research made possible by volunteers. As a volunteer, I classify projects covering many disciplines and topics across the sciences and humanities. This contributes to significant research and discoveries, helping teams worldwide better understand ourselves and the universe.