



arundhati prasad

Founder & Creative Lead at Designed for Good

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education

Savannah College of Art and Design
B.F.A Advertising, 2018
Minor in Drawing

creative skills

Design Research
Building Social Impact Campaigns
Community Activation and Outreach
Event Curation
Art Direction
Podcasting
Branding & Identity

software skills

Adobe Creative Suite
Microsoft Office

achievements

Launched Shakti Cart - a livelihood cart for women's economic empowerment & inclusion in public spaces

With the support of Association of Business Women in Commerce and Industry (ABWCI) & PVR Nest

Paper selection & presentation on 'Can a human settlement mirror a biological cell' at SEEyouth Conference
University of Lapland (2021)

Columbia Scholastic Press Association Gold Circle Award
SCAN Magazine, Spring 2018 Issue

Graduated Summa Cum Laude
SCAD B.F.A Advertising, 2018

Winner, Online Pacemaker Award
as news editor of SCAN & Connector Magazine (2018)

Second Place, Features Writing
awarded by Society for Collegiate Journalists as news editor of SCAN & Connector Magazine (2018)

Bharatanatyam
trained and practiced the indian classical dance form for over two decades

Certifications

The Sustainable Development Goals— a global, transdisciplinary vision for the future
University of Copenhagen (2023)

Social Entrepreneurship Certification
Acumen (2020)

Designing for Environmental Sustainability and Social Impact Certification
Acumen (2020)

experience

Designed for Good | Founder and Creative Lead

New Delhi, India – Dec 2022 - Present

Established a design for social impact studio in New Delhi working on themes such as women's access to safe spaces, skill development, climate change and human rights among others. Clients include:

- **PVR Nest:** SpaceforHer.net, Shakti Cart for women's social and economic inclusion, Kala Centre for livelihood.
- **UNESCO:** Video impact reports on Women in Science, Menstrual Health and Hygiene
- **UN Office of Human Rights, Geneva:** Visual explainer of Human Rights Economy & Economic, Social and Cultural Rights

Govt of NCT of Delhi | Design & Communication Consultant

New Delhi - March 2022 - January 2023

- Worked closely with Delhi Education Minister and MLA Atishi at the intersection of design and policy.
- Designed monthly campaigns and creative deliverables for education, health and public works department.
- Organised a large scale state level event and created branding for the Happiness Utsav, highlighting the importance of a mental health curriculum in secondary school.

Design Consultant

New Delhi - June 2020 - March 2022

- **ICRW Asia:** Designed their identity and website for newly launched consultancy, PLC.
- **International Innovation Corps at University of Chicago:** designed impact reports and collaterals for the launch of IIC fellowships.
- **UN Women HQ:** Illustrated the road map and agenda in compliance with the UN SDGs for a launch event in Washington DC
- **ICL Sri Lanka:** Designed the packaging and rebrand for a popular sanitary pad brand - Eva
- **Desmania:** Website, print design and branding for clients like Confederation of Indian Industries and Wakai batteries

FCB Health | Junior Art Director

New York City, USA - July 2018 - Mar 2020

- Art direction for the international launch of Astellas PADCEV through a multi-media campaign
- Design inception to implementation for international launch of Dermira's Qbrexza for hyperhidrosis

involvement

Designed for Good | Podcast

New York City, USA - Sep 2019 - Present

Produced and hosted three seasons of the podcast that features creatives who have impacted society through their work and choices. Available on spotify, apple & google podcasts

MLA Office Kalkaji | Design Volunteer

New Delhi, India - Aug 2020 - Jan 2021

- Conceptualised and executed Safety First for Kalkaji campaign.
- Mentor coordinator with the Youth for Education Program

SCAN Magazine

Atlanta, Georgia - 2018

Wrote weekly news articles in the online magazine and quarterly articles in the print feature SCAN Magazine

OpenStudio | Artist

Lacoste, France - November 2016

Exhibited and sold original artwork at the Open Studio Exhibit in Lacoste, France during a study abroad program.

Wharf Holdings | Communication Volunteer

Hong Kong - March to May 2015

Organised and planned interactive workshops for students at the Po Chiu school in Hong Kong, promoting English language through events and activities under 'Project: WeCan'