

Rhea Pasricha

Multidisciplinary Visual Communicator

Design Strategist & Researcher

Portfolio

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A Summary of Me

Award-winning visual communicator and design researcher with 3+ years of experience in visual systems, publication design and brand identity+strategy. I focus on designing clear systems, rooted in clarity and a strong conceptual foundation.

Currently completing an **MA Design** at LASALLE College of the Arts Singapore (Aug 2025 - Aug 2026), deepening my practice in design research and narrative-driven design. Actively seeking full-time roles in visual communication, graphic design, design strategy, or art direction, based in Singapore or open to remote roles.

A few non design things about me: I'm trying to build my non-screen hobbies, so recently learnt latte art and crochet!

Skills

Strategic & Professional Competencies

I thrive in multi-project environments where exposure to different briefs fuels creative thinking. I'm comfortable operating as both a collaborative team member and a client-facing lead. I love trying new things in design, stepping outside my comfort zone, learning new tools, and expanding how I think.

Design & Technical Expertise

Visual Design: Illustrator, InDesign, Photoshop, Figma, Data Visualisation	Motion and 3D: After Effects, Premier Pro, Blender (beginner)	Research & Strategy: User interviews, surveys, design research, systems thinking, design frameworks
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Experience

Visual Designer and Brand Manager | Indi Design (August 2023 – August 2025)

- Delivered **15+ projects** across brand identity, publication, UI/UX, packaging, motion, spatial, and web design, managing 5–6 cross-disciplinary briefs simultaneously.
- Served as **primary client contact** and Brand Manager for a key account, overseeing end-to-end brand direction, strategy, and execution.
- Scaled a client's social media presence from **0 to 2,000 followers** through **organic growth strategies**.
- **Mentored interns** and streamlined workflows to improve project delivery efficiency.

Visual Designer | Aromatan (Freelance, retained contract: March 2022 – August 2023)

- Retained on an ongoing basis for 18 months, progressing from visual asset delivery to owning packaging conceptualisation and broader brand strategy.
- Delivered **emailers on a 3-day turnaround cycle**, maintaining a consistent production rhythm across campaigns.
- Developed **templates and component libraries** for the internal marketing team, enabling them to produce on-brand assets independently across **digital and print touchpoints**.

Education

- MA Design at LASALLE College of the Arts
- B.Des at Srishti Institute of Art, Design and Technology (Visual Communication and Strategic Branding)
- International Baccalaureate Diploma Programme (Psychology, Biology and Arts HL)

Awards & Recognition

- Emerging Scholar Award for the Aging & Social Change Conference, Turkey 2026
- Winner of Salesforce Design Days Relationship Challenge, Singapore 2025