

Rachana Shah

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WORK EXPERIENCE

Publishing

Have assisted in the photography, design and production, of a range of fiction and non-fiction titles. Subjects have included photography, health, gardening, cookery, juvenile, philosophy, educational and others. This has involved commissioning illustrators, and liaising with a team of designers, editors and authors under exacting deadlines. The projects have included book jacket designs, interior text layout, as well as presentation material for book fairs.

- ◆ **IDRIES SHAH FOUNDATION** FREELANCE: 2015 – present, Mumbai
- ◆ **HARPER COLLINS INDIA** FREELANCE: 2011 – 2012, Casablanca
- ◆ **I. B. TAURIS**, FREELANCE: September 2007 – June 2009, Casablanca
- ◆ **RANDOM HOUSE INDIA** FREELANCE: March 2007 – June 2008, Casablanca
- ◆ **BRILLIANT BOOKS** FREELANCE: May – July 2000, London
- ◆ **EDDISON SADD EDITIONS LTD.** April – May 2000, London
- ◆ **DORLING KINDERSLEY LTD.** PART-TIME: June 1999 – January 2000;
PERMANENT: August 1995 – October 1998, London
- ◆ **WEBSTERS INTERNATIONAL PUBLISHERS LTD.** FREELANCE: March – May 1999, London
- ◆ **OCTAGON PRESS LTD.** FREELANCE: August 1995 – December 2004, London
- ◆ **SCHOLASTIC INC.** FREELANCE: January – June 1995, New York

General Design

MUSEUMS:

- ◆ **Alpawalla Museum:** Designed the logo and related collaterals.
FREELANCE: Spring 2019, Mumbai
- ◆ **British Museum/ CSMVS:** Designed the only childrens book for this major collaborative exhibition *India And The World*. FREELANCE: Autumn 2017, Mumbai

BOMBAY PAPERIE Designed a set of books using collaged handmade paper as the medium to relate the narrative. The title *Akbar & Birbal* was selected by White Ravens at the Frankfurt Book Fair 2016, for their annual catalogue of book recommendations in the field of international children's and youth literature. FREELANCE: July 2015, February 2019, Mumbai

TIMES OF INDIA Designed branded merchandise (canvas bags, water flasks) to be distributed amongst delegates in their annual Litfest. FREELANCE: December 2015, 2016, 2018, Mumbai

CORPORATE SOCIAL RESPONSIBILITY (CSR):

- ◆ **Angelique International Ltd:** A global project engineering, procurement and construction company. They undertake the provision of solar power to rural areas and various projects related to the empowerment of women. Created 'awareness' material to promote their mission. FREELANCE: 2015-2017
- ◆ **Tata Consultancy Services (TCS):** Created a luxe brochure, which portrayed their involvement in the restoration of the Rajabai Tower Complex. FREELANCE: Mumbai 2014-2015

RESTAURANTS:

- ◆ **The Table (www.table.in):** Fine dining restaurant in Mumbai
- ◆ **Lotusblossom (www.lotusblossom.in):** Caterer for Thai cuisine
Designed a menu and various promotional material. FREELANCE: Mumbai 2016

RELIANCE ENTERTAINMENT Assisted in the design of the catalogue and other collaterals to be used in the annual Mumbai Film Festival. October 2013, Mumbai

LAVIE EN ROSE Created my own brand *Rachana* which showcased table linen based on Moroccan designs and aesthetics. This was displayed as part of a pop-up shop at a restaurant, The Table. March 2014, Mumbai

MEERA DEVIDAYAL

Created the exhibition catalogue, invitations and an 'artists book' for this Mumbai-based painter. FREELANCE: August 2005 and April 2009, Casablanca; March 2014, Mumbai

A GOLD

Designed the store identity and publicity material, for this London based delicatessen which specialises in the retail of 'traditional foods of Britain.'
FREELANCE: March 2000, June 2005, London

WWW.JENNIESCHMID.COM

Image stylist for this online lifestyle store, which specialised in high-end merchandise ranging from textiles, jewelry, tableware and more!
FREELANCE: June – November 2008, March 2009, Casablanca

ETC...

- ◆ In order of proficiency:
Adobe Indesign, Adobe Photoshop,
Microsoft Word, Adobe Illustrator,
Microsoft Powerpoint
- ◆ Fluent in Hindi, basic French,
- ◆ Illustration
...and baking

POPHAM DESIGN (www.pophamdesign.com)

Visually enhanced the client-related information pack for this Marrakech based tile company.

FREELANCE: June – September 2012, Casablanca

Other

TEACHING

◆ Instructor to 2nd year students at Ecolé Intuit.Lab (French Institute of Design & Visual Communication): PART-TIME: September to December 2015, Mumbai

◆ Instructor to Foundation Art students at ISDI Parsons.

PART-TIME: January 2014 – June 2015, Mumbai.

◆ Co-facilitator at *FlyingTricycleWorkshops*. Curated 'out-of-the-box' art workshops across the city. September 2016 – July 2017, Mumbai

◆ Taught art to 6th and 7th grade students at the Casablanca American School.

PART-TIME: September 2007 – June 2008, Casablanca

TOOTH FAIRY

Set up a home bakery business which supplies sweet treats (brownies, cookies, cakes, etc.) as well as healthy gluten-free yummys, customised to individual needs. Mumbai, ongoing

EDUCATION

Rhode Island School of Design, Providence RI, USA

Bachelor of Fine Arts, Graphic Design (Hons.) 1990 – 1994

Presented with the Bo Bernstein Award, for general excellence in graphic design with special attention to the degree project.

Cathedral & John Connon School, Mumbai, India 1977 – 1989

Total aggregate score in Indian School Certificate: 88%

(National final examination, at the end of 12th grade)