Ruchi @RUE.CHE

Mumbai Based
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Designer & Artist

a Multi-Passionate Individual

Personal

Hi Hi! My name is Ruchi Choudhary and I go by rue.che online.

I specialize in conceptualisation and image design and always love diving into experimental techniques with unique colourways. I am constantly finding uncommon methods of expressing my creativity to keep my mind fresh.
In my free time you can find me adding another hobby to my long list of things I love.
I also love a good challenge and opportunities to form new and valued connections! Let's connect!

Experience

Ruchi.Design, Personal Project

2022 - Present

A cumulation of all my past work experiences, my way of carving out my own digital real estate, an ever changing space capturing my ideas on my terms.
A project with no outside forces or input, what do I create when given free reign, completely by myself, in my bubble is the current question I have set out to answer for myself.

Indigo Rock, Creative Director

2021 - 2022

This role allowed me to take the systems and operations I had learnt from my previous jobs to create and produce content that helps engage in a dialogue with target guests for clients and manage development of the creative, from concept to execution.
This is also what enabled me to work with clients like Xlina, Hypetime and Eluxiere.

NEWJ, Design and Graphics Manager

JAN 2019 - DEC 2020

Started out as a Junior Visual designer and grew into my responsibilities for overall department operations.Where I would train and supervise the design team and assist other departments in all aspects of design and graphics.
I was also the one filling in for my teams Creative Director and solely responsible for team operations during the Pandemic, working from home.
Also the only team that didn't just stay afloat working from home, but the one that thrived.We had the numbers to show for it.

Freelance & Workshop, Graphic Designer

2017 - 2019

A couple of Graphic Design centered projects and Design based workshops helped me transition from Fashion to Graphics professionally.
The last year of college, freshly out of it- I explored what I had to offer to the world, and built up my personal framework separate from what I was taught in college.

Achievements

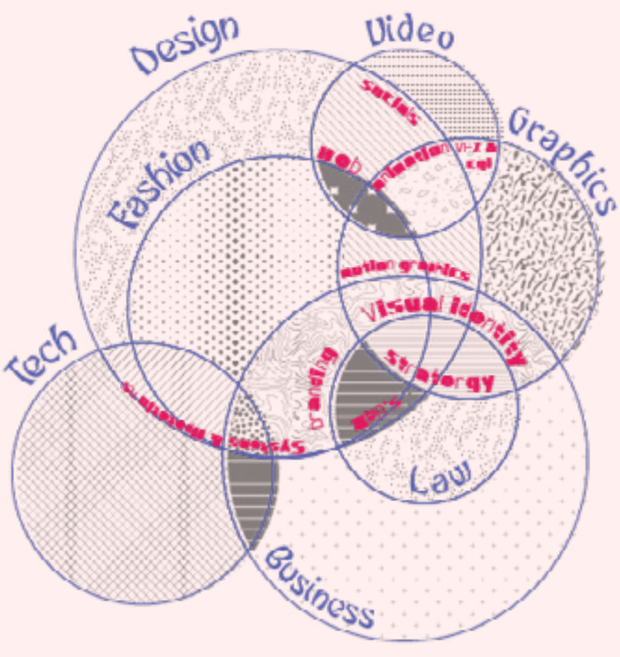
Assumed leadership position within one year at newj

Created new opportunities for innovation at indigo rock using critical thinking.

Combining all my skills to create Ruchi.design, even if it took me a year to launch.

RUCHI & DOT DESIGN

Education



NIFT, Mumbai B.Des. - Fashion Design

2014-18

JJTU, Rajasthan LL.B.

2020-23

Softwares apps and other helpful tools

Ai Ps Ae At Wd
Pr Dn Lr Sl St

*refferences to be provied upon request