

RIDDHI MADEKA

A plant mom who helps people create their dream homes and intends to help people in more ways by learning designing for humans.

Contact



+1 470 815 1986



madekariddhi@gmail.com



linkedin.com/in/riddhi-madeka-754ba0b2

Skills

• Software Tools

Figma, Adobe XD, Procreate, Photoshop, Vray, InDesign, Illustrator, AutoCAD, SketchUp, Enscape

• Hands-on Skills

Sketching, Painting, Paper Modeling, Clay

Education

• Georgia Institute of Technology

Master of industrial Design

August 2021 - June 2024

- Semester 1:
- Graduate Studio: Explored cardboard as the material to build the durable chair that provides privacy from 5 sheets of cardboard (12ft*12ft) without using any adhesive and keeping user ergonomics as the focus.
- I got inspired from the bats and designed an interactive device to assist visually impaired to navigate or assist people to navigate in the dark.
- Human Factors and Ergonomics: Gathered basic understanding of how human factors and ergonomics help make our design better.
- Branding and visualization: Revamped the design guidelines for the upcoming bakery in India, derived a brand voice and redesigned the logo.
- Rapid Design and Prototyping: Polished my hand sketching and presentation skillset.
- CGPA 4.0/4.0

• Indubhai Parekh School of Architecture

Bachelor of Architecture

June 2010 - December 2015

- Through various courses, studios, and hands-on exercises I learned a lot about the history and basics of design in the context of the architecture and the technical understanding one needs to develop to give creative thoughts a physical shape.
- I started thinking critically on the design aspects, be it, material, relative dimensions, structural supports, and ambiance of the space.

- I developed my skills in mosaic, screen printing, and bamboo by attending workshops.
- My thesis project, "The Sub, a semi-submerged marine research center", which was focused on doing research on parameters that affects the underwater body, once it is submerged. This includes the type of construction, structure, form, and materials. As the building was supposed to be submerged in a medium, it made my thesis interdisciplinary, where I had to touch upon many subjects beyond architecture like marine biology, fluid mechanics, biomimicry, and some technology-based solutions and their functions like the hydro cell, etc. For my research, I got an opportunity to collaborate with staff from the National Institute of Oceanography
- CGPA: 3.33/4.0,

Additional Courses

• Certificate Course

Coursera course: Google UX Design Professional certificate

- Course 1: Understanding UX Design
 - Course 2: Empathize, Design and Ideate
 - Course 3: Build WireFrames and Low Fidelity Prototypes
- May 2021 - December, 2022
- Course 4: Low Fidelity Prototypes

Achievements

• Shortlisting of B.Arch Thesis at Zonal Level

(Across 8 Indian states).

National Institute of Advanced Studies in Architecture, Council of Architecture, New Delhi, India 2016

• Prototypical cardboard competition

Won third price for cardboard competition as team of 3 at Georgia Tech.

Experience

• Collage Architecture Studio

Architect - Bengaluru, Karnataka - India

I started my professional journey with two residential projects and a school project in the first year working under a team of architects. I learnt how to make drawings and manage the team of clients, vendors, and engineers. By the end of my fifth year, I was handling and leading 5 projects which included 3 residences, one mixed development and an apartment project. I acquired the sense of space making as well as designing with for clients and in a budget. I managed the interaction between my manager and the client.

August, 2016 - June, 2021

- **Freelancer**

Interior Designer - Rajkot, Gujarat

Designed the interior of a bungalow as per client requirement. Managed the project with team of craftsman and engineers.
December, 2019 - December 2021

- **BRDS**

Design Tutor - Rajkot, Gujarat - India

Tutor for design and sketching to high school students for NATA Exam preparation, held at national level. Taught perspective drawings, colour theory and composition as part of their curriculum.

February, 2016 - July, 2016

- **Pragrup**

Intern, Architect - Bengaluru, Karnataka - India

Was involved in details of residence and apartment as a part of the team. Went for site visits and actively participated in the team discussions.

May, 2013 - January, 2014

- **Georgia Tech Alumni Association**

Student Assistant - Atlanta - USA

Worked as a caller for the roll call to help generate funds for Georgia Tech from their alumni.

August, 2021 - October, 2021

Projects

- **Designed UI for a virtual wedding tour app**

Designed pages for photo-based app as part of the UX course.

- **Logo Design for a Baking Company**

Designed a logo and menus for the baking company "Delish Delights" which is based in Bengaluru, India.

- **Residential Architecture & Interior Projects**

Worked as a Lead Architect on architecture and interiors of 4 residential projects across multiple sites near Bengaluru - India, with plot sizes ranging from 1000 - 6000 sqft.

- **High Rise Residential Building**

Worked as a Lead Architect for the design and execution of budget friendly 16 floor residential high-rise building for builder based in Pune - India.

- **Mixed development** - Villas, Apartments and Club-House

This project is under development for a construction company called Geetanjali UrbanX across site of area 130,000 sqft. My responsibility was focused majorly on design and execution of villas.

- **School Project**

Completed the design of a private school named Indian School of Excellence in Bengaluru

Hobby

- **Sketching**
- **Planting**
- **Reading fiction and comics**
- **Event Management**