

NITHYA SUBRAMANIAN

DESCRIPTION

HEAD DESIGNER AND FOUNDER
OF POPPADOMCO STUDIO

WEBSITES

WWW.NITHYASUBRAMANIAN.COM
WWW.POPPADOMCO.COM

CONTACT:

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LOCATION

HYDERABAD

INSTAGRAM

[@NITHYA.SUB](https://www.instagram.com/nithya.sub)

EDUCATION

NID: Masters in New Media Design (2016-'21)

IIT Bombay: BTech+MTech in Engineering Physics, with a specialisation in Nanoscience (2005-'10)

RECENT PROJECTS

Information Designer, PoppadomCo 2021 - present

UI/UX, illustration, graphic design and information design for a variety of clients including Amazon, Shell, Dalberg, JSW, LV Prasad Eye Institute, Freedom Fund, FLAME University and Ashoka University

Illustrator 2020 onwards

Created digital and handmade illustrations for a variety of clients including NYU, Mint Lounge, CakeZine and the RCRC Foundation

Visiting Faculty at NIDs Ahmedabad, Gandhinagar, Kurukshetra, Jorhat, SPA Bhopal and Ashoka University 2020 onwards

Guided over 200 students in data and visual storytelling courses, workshops and projects that range from augmented reality data stories to 3D visualisations and origami and illustrated stories

Visual editor at Scroll.in Feb 2019 - Apr 2020

Data journalism, political cartooning and editorial graphics for Scroll, an independent media website

SKILLS

Data visualisation

Programming (Javascript)

Animation and motion graphics

Illustration

Video/Audio editing

Design research and conceptualisation

WORK EXPERIENCE

2011

Research Intern,
Institute for
Defense Studies
and Analyses

2012

Special
correspondent,
Heritage India
Magazine

2013

Media Resource
Person, FSSAI,
MoHFW

2014

Consultant at Agastya
International Foundation,
an education NGO

2016

Consultant at The
Makers of Things;
Joined NID

2019

Visual editor,
Scroll.in

2020

Freelance
information
design

2021

Founded
PoppadomCo

OTHER EXPERIENCE

- Gave a [TED talk](#) at NIT Trichy in August 2023
- Authored data and graphics heavy reports for Freedom Fund on child labour in Bihar
- Designed a cover for data journalist Rukmini S' debut book that The Hard Copy adjudged one of the best Indian book covers of 2021

AWARDS AND RECOGNITION

- Ford Foundation Grant, 2018
- IIT Bombay Institute Organisational Colour, 2009
- Projects featured in The Hindu Sunday Magazine, and The News Minute
- Data journalism published in Scroll.in, Mongabay, India Development Review