

Rik Bhattacharjee



(M.Design)

Adjunct Assistant Professor, DoD, TEC

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Address for Correspondence: 613, Sri Ram Path, Ramnagar, Hazaribag, Jharkhand

Professional Qualification:

- **Master of Design, 2018-20**
Department of Design, School of Planning and Architecture, Bhopal
- **Bachelor of Architecture, 2013-18**
School of Architecture and Landscape Design, SMVDU, Jammu

Short Biodata: Hi, I am Rik Bhattacharjee, a designer, artist and architect with inclination towards teaching. I did my under graduation in architecture from the School of Architecture and Landscape Design, SMVDU, Jammu and post-graduation from Department of Design, School of Planning and Architecture, Bhopal. I like how small interventions can bring about big and positive changes. I strongly believe design is supposed to make the lives of people 'better' and not 'simple' or 'easy', and hence sophistication is not always the solution to problems. Art has always been very dear to me, I've been painting, sketching and illustrating in varied medium since my Under-grad days and I am working towards bridging my love for art and design.

Patents/ Products/ Consultancy:

Products Developed:

Logo for government forum AIFORERAs

Mascot for Sanchi (Madhya Pradesh Co-operative Dairy Federation)

Consultancy Projects:

1. IWE, Department of English, University of Hyderabad

Major Subjects:

- Design Drawing and rendering, Design methods and Tools, Digital methods in Design, History of Art, Design and Technology

List of Publication:

Conferences and Workshops Publications:

Bhattacharjee, R., Tewari, S. (2021). Competitive Branding of Sustainable Domestic Products: A Product Semantics Approach. In: Chakrabarti, A., Poovaiah, R., Bokil, P., Kant, V. (eds) Design for Tomorrow—Volume 1. ICoRD 2021. Smart Innovation, Systems and Technologies, vol 221. Springer, Singapore. https://doi.org/10.1007/978-981-16-0041-8_55

Research and Scholarly Contributions:

M. Des. Thesis: Competitive Branding of Sustainable Domestic Products: A Product Semantics Approach (Received best thesis award for the same)

Software Tools:

1. Autodesk Fusion 360
2. Google Sketchup
3. Autodesk AutoCAD
4. Adobe Photoshop, Illustrator, Premiere Pro, After Effects
5. MS Office

Professional Association:

- Council of Architecture: Member and Registered License Holder

Experience:

- Intern Architect: Design Collaborative, Pondicherry
- Design Intern: Rajputana Custom Motorcycles, Jaipur
- Faculty, BRDS Malleswaram
- Proprietor, Studio Pitara

Declaration

I hereby declare that the foregoing information are correct and complete to the best of my knowledge.

Rik Bhattacharjee

Place: Hazaribag, Jharkhand