

SANTRA NAVAS

Expertise in creative conceptualisation, digital direction, design research and project management. Currently working with immersive technologies such as virtual/augmented reality/AI driven interfaces to create narrative driven projects.

EDUCATION

2019 – 2021

Masters in Digital Direction Royal College of Art, London

- Thesis on Human-machine interfaces:
A.I driven chatbots and ethics

2014 – 2017

Bachelors in Design Communication Goldsmiths, University of London (Lasalle College of Arts), Singapore

SKILLS

Core Competencies

Creative Direction
User-centered design
Interactive Design
Virtual Reality Content Creation
Speculative Design
Leadership
Project management
Brand design

Adobe Suite

Illustrator
Indesign
Premium Pro
After Effects
Photoshop

Virtual Reality

WebVR

Projection Mapping

Sound Design

Reaper

3D

Blender
Photogrammetry - Agisoft Metashape
Cinema 4D

EXPERIENCE

Co founder and Lead Strategist Maia, London

07/2020 – Present

Ensured to develop the product in a manner that is able to achieve high levels of user growth.

Created and delivered strategies to increase our engagement with the wider art community.

Conceptualise key narrative elements for increased user immersivity.

Design and implement marketing strategies to boost admissions.

Lead all efforts pertaining to funding and revenue growth.

Overlook UI/UX and brand design matters.

Lead Designer and Assistant Art director Mural Lingo, Singapore

07/2017 – 01/2020

Delivered 30+ projects from conceptualisation, designing, execution and evaluation.

Managed a team of 10+ graphic designers and mural painters from planning to implementation.

Increased client sales by 40 % by expanding existing services to include new technologies such as projection mapping and audiovisual interfaces.

Served as focal point on all matters related to design and creative direction.

Frequently conducted workshops and training as part of client CSR activities.

UI and Graphic Designer Gravitas International, Singapore

10/2018 – 11/2019

Overhauled brand identity and increased engagement by developing a new user interface for website and mobile application.

Increased user base by 30% by developing a digital marketing strategy across Southeast Asian countries.

Served as key liaison in the company on all matters related to design and brand management.

Represented the company during conferences and commercial exhibitions.

Illustrator and Video Editor Intern AKA Asia, Singapore

10/2017 – 12/2017

Completed assigned projects with Jetstar Airways and Costa Coffee handling prop design and illustrations.