

# Rishma Bora

(415) 975-1937

San Francisco, CA

Email: [rishmarbora@gmail.com](mailto:rishmarbora@gmail.com)

Portfolio: [www.rishmabora.com](http://www.rishmabora.com)

LinkedIn: <https://www.linkedin.com/in/rishmabora/>

## EDUCATION

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**California College of the Arts, San Francisco, CA** Aug 2023 – Present

Master of Design in Interaction Design: GPA 4.075 / 4.0

**MIT Institute of Design, Pune, India** Jul 2018 – Jun 2022

Bachelor of Design in Graphic Design: CGPA 8.57 / 10.0

## WORK EXPERIENCE

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**Collaborative Earth, San Francisco, CA** Jan 2024 – Present

Product Designer & Social Impact Partner

- Led qualitative research and facilitated co-design workshops with forestation practitioners from Mexico, Sweden, Switzerland, and USA.
- Designed an AI platform for forestation practitioners, aggregating 15+ geospatial mapping & data visualization tools for planning and execution of Assisted Forest Regeneration projects.

**frog, Bengaluru, India** Jan 2022 – July 2023

Visual Designer 1

- Collaborated with Visual Design Team in delivering 3 product applications for a Netherlands-based warehouse management company. Developed the illustration and iconography sets of 60+ assets while simultaneously managing 2 Design Systems.
- Conceptualized and designed ROPA (Record of Processing Activities), an internal data processing tool to ensure organizational compliance with Article 30 of GDPR, enabling maintenance and protection of data.
- Developed an Interactive Learning Module to train new staff members based on behavioral training for a popular American foodservice brand. The immersive virtual reality experience featured 3 illustrated scenario storyboards with spatial UI screens, estimated to enhance information retention by 80%.

**The Brand Story, Pune, India** Jun 2021 – Jul 2021

Graphic Design Intern

- Responsible for packaging projects and print-based collaterals such as product catalogues and brochures.
- Curated video and text-based animations for clients including Yokohama Tyres, and Wipro Lighting.

**Behind the Scenes, Pune, India** Jun 2020 – Sept 2021

Graphic Design Intern & Freelancer

- Led the Studio Brand Identity Project while producing deliverables for packaging design, print-based collaterals, and social media content.
- Designed 12 logos on a strict timeline for brands in the domains of food, jewelry, and finance. Many of these were instantly launched by the clients.

## SKILLS

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Qualitative and Quantitative Research, Interaction Design, Visual Design, Design Strategy, Design Systems, Storyboarding, Systems Thinking, Prototyping, Contextual Inquiry, Behavioral Training, Usability Testing, Heuristic Evaluation, User Flows, User Journeys, Wireframing, Information Architecture, Storytelling.

**Tools:** Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Miro, Mural, Notion.