

# Chethan Talari

DESIGNER, PHOTOGRAPHER & EDITOR

Mobile: +91 810 6543 475

Behance : Chethan Talari ([Link](#))

E-Mail: [chethantalari@gmail.com](mailto:chethantalari@gmail.com)

LinkedIn : Chethan Talari ([Link](#))



Portfolio: [chethantalari.me](https://chethantalari.me)

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## EDUCATION

### **Master of Design (M. Des) - Experience Design**

**August 2024 - May 2026**

NIFT - National Institute of Fashion Technology, Bangalore, Karnataka.

### **B. Sc Multimedia - Gold Medalist**

**September 2021 - May 2024**

Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Chennai, Tamil Nadu.

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## INTERNSHIPS

### **Graduation Project Intern & Photographer, Brandshark - Marketing Agency, Bengaluru.**

**December 2025- April 2026**

Working on a research-driven dissertation proposing a framework for micro-drama series and studying the growth of the micro-drama industry across India.

### **Researcher & Documentary Filmmaker - Central Silk Board, Ministry of Textiles**

**June 2025- August 2025**

A documentary capturing the impact of the SAMARTH scheme in training and empowering silk artisans across south India. It highlights real success stories of skill development and livelihood transformation.

### **Graphic Design Intern,**

**April 2024 - June 2024**

#### ***Nologo Communications - Advertising Agency, Chennai.***

Designer for various carousels of specific campaigns and took up some in-house projects and assisted in ad campaigns for some reputational government projects taken up by that company.

### **Graphic Designer & Video Editor,**

**July 2023 - August 2023**

#### ***Media by Lanes - Digital Marketing Agency, Hyderabad.***

Graphic Designer for Posts/Carousels of different Social Media handles managed by that company.

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## UX Projects

### **Travel-focused Credit Experience System (2025)**

#### ***Experience Design | Digital Interface***

- Conducted ethnographic research on traditional chit pooling systems to understand trust-based financial behavior.
- Translated socio-cultural insights into a digital credit experience model.
- Designed responsive interface balancing familiarity and financial transparency.
- Structured interaction layers across product, service, and context levels.

## **Awara - AI-based Itinerary Generator (2025)**

### ***UI Design | Mobile-first Application***

- Conducted user research, surveys, and competitor analysis to define user needs in flexible travel planning.
- Designed AI-powered itinerary generation flows with real-time adaptability.
- Created high-fidelity prototypes optimized for mobile interaction.
- Integrated explainable AI concepts to enhance user trust and decision clarity.

## **E-commerce Interface for Silk Weavers (2025)**

### ***Web Design | AI-assisted Tools***

- Designed a scalable web interface for artisan-led businesses entering digital commerce.
- Focused on accessibility, storytelling, and product discoverability.
- Explored low-cost AI web tools for rural digital adoption.
- Developed IA structure for first-time digital sellers.

## **DOTS - Inclusive AI-driven Fashion Brand (2024)**

### ***Brand Identity & AI-integrated Experience Design***

- Conceptualized inclusive fashion experience for visually impaired users.
- Designed NFC enabled product descriptions and voice-assisted navigation.
- Developed responsive website interface and accessibility-focused interaction patterns.
- Explored biometric checkout and AI personalization features.

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## **OTHER EXPERIENCE**

### **Photography Workshop - Toda Community, Ooty.**

**April 2025**

#### **Basics of Photography & Visual Story Telling**

I conducted an interactive session on photography principles and camera use. Engaged with young aspiring photography enthusiasts from Toda Community.

### **Videographer & Editor,**

**June 2022**

#### ***Visual Documentary for National Sanskrit University, Tirupati.***

Shot and edited a full-length documentary showcasing university departments and campus life. Used DSLR, gimbal, and drone gear to capture and did post-production using Davinci Resolve.

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## **SKILLS**

UI/UX Design

Video Editing

Photography

Graphic Design

Film Making

Design Research

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## **Software Known**

Figma

Adobe Illustrator

Adobe After Effects

Adobe Photoshop

Adobe Premiere Pro

Davinci Resolve