

REHAN JOSE

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| [Portfolio](#)

| [Projects](#)

| [LinkedIn](#)

EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	National Institute of Fashion Technology, Kannur	9.0 (Current)	2023-Present
Fashion Management (Minor)	National Institute of Fashion Technology, Kannur	Grade: A	2024-Present
Senior Secondary	Jawahar Navodaya Vidyalaya, Palakkad (CBSE)	89.4%	2022
Secondary	Jawahar Navodaya Vidyalaya, Palakkad (CBSE)	84.4%	2020

EXPERIENCE

- ReflexLabs AI** Nov. 2025
UI/UX Designer (Internship) - [Certificate](#) Remote
 - Redesigned the ReflexLabs AI website with a cleaner structure and modern visual language.
 - Ideated new design elements and created interactive components to enhance user engagement.
 - Improved overall user flow, clarity, and brand experience.
- NIFT Kannur** Jun. 2025 - Sept. 2025
Print and Graphic Team, Converge 2025 (Student Assistant) - [Certificate](#) On-site
 - Part of a 10-member core team developing the brand identity for Converge 2025 (Inter-NIFT annual event).
 - Led design and production of the official Playbook, and created including standees, direction boards, and visual assets using Adobe Creative Suite.
 - Produced 40 custom mementos for SDAC delegates using laser etching (RDWorks V8), aligning with the event's visual identity.
- InAmigos Foundation** Jun. 2025 - Jul. 2025
Graphic Designer (Internship) - [Certificate](#) Remote
 - Designed posters and visual content for social impact campaigns, including Project Bachpanshala.
 - Created engaging reels to drive social media awareness and support the "Join as a Volunteer" campaign.
 - Explored and applied generative AI tools for video content creation and enhancement.

PROJECTS

- Dinely - Group Dining Decision Making App** Oct. 2025 - Present
UI/UX, Product Design [Project Link](#)
 - Designing an ongoing group dining app to simplify restaurant selection, address decision fatigue, and support diverse dietary needs.
 - Applied UX research, Affinity Mapping, Personas, User Flows, Sitemap, and Information Architecture to build a collaborative decision-making and fair item-based bill-splitting system.
- NIFT360 - Interaction App** Apr. 2024 - May. 2024
UI/UX, Product Design [Project Link](#)
 - Designed a campus-wide community interaction app for ~800 students across 7 departments at NIFT Kannur to address fragmented communication caused by reliance on WhatsApp and Instagram.
 - Conducted User Research, Persona Creation, Empathy Mapping, and Journey Mapping, then conceptualized and wireframed a structured community-based platform to understand interaction gaps.
- Stryde** Nov. 2025 - Dec. 2025
UX, Product Design [Project Link](#)
 - Conceptualized STRYDE, a premium sports theatre addressing the lack of structured public viewing spaces in India, creating an immersive, stadium-like experience for diverse sports audiences.
 - Designed the end-to-end experience through spatial planning, 3D modeling, and high-fidelity renders, incorporating features like tiered seating, tunnel-style entry, and integrated F&B zones to enhance user engagement.
- AlexaBot** Oct. 2025
UX, Product Design [Project Link](#)
 - Conceptualized a mobile, companion-based voice assistant, reimagining Alexa as an interactive product through character-driven and modular design (convertible form, customizable accessories).
 - Executed the design through sketching, ideation, and 3D modeling, producing high-fidelity renders focused on form, interaction, and user experience.

- **Suthanthira Paravaigal - CRD Documentation**

Academic Project | Editorial Design

Jun. 2025

[Project Link](#)

- Conducted a **week-long immersive field research** at Eravathody Handloom Weavers Cooperative Society, **living with the community** to document their craft, culture, and livelihood firsthand.
- Designed a **coffee table book**, handling field photography, content curation, and full **editorial layout** in InDesign.

- **Beyond Jerseys - Sports Fashion Glossary**

Editorial Design

Apr. 2025

[Project Link](#)

- **Editorial project** exploring the link between **fashion and sports**. Designed **structured layouts and visuals** targeting a young adult audience.

SKILLS

- **Product Design/UX** : User Research (Surveys, Interviews, Field Study), Information Architecture, User Flows, Wireframing, Prototyping, Accessibility & Usability Testing, Design Systems, Inclusive Design, Interaction Design, Responsive Design, Design Documentation, Developer Handoff, Iterative Design.
- **Visual & Brand Design** : Brand Identity Design, Visual & Graphic Design, Logo Design, Typography & Type Systems, Colour Theory & Application, Visual Systems & Guidelines, Brand Strategy & Positioning, Packaging & Collateral Design
- **Communication & Layout Design** : Layout Design, Editorial Design, Data Visualisation, Grid Systems & Composition, Typography Hierarchy, Print & Publication Design, Information Design, Presentation Design
- **Strategy & Thinking** : Concept Ideation, Content Strategy, Experience Design, Design Thinking, Problem Framing, User-Centered Design, Storyboarding, Narrative Building
- **Software Skills**: Photoshop, Illustrator, InDesign, Figma, RDWorks V8, AutoCAD, Fusion, Canva, Google Suite, Premiere Pro, HTML, CSS, JavaScript, GitHub, Antigravity, Claude, Codex

POSITIONS OF RESPONSIBILITY

- **Team Leader**, CRD Group Project *Jun. 2025*
Led a 7-member team for documentation at Eravathody Handloom Weavers Cooperative Society.
- **Team Leader**, Space & Materiality Wall Project *Oct. 2024 - Dec. 2024*
Managed a 39-member team across concept planning, coordination, and execution of a large-scale spatial installation and full-department wall painting project for the Fashion Communication department at NIFT Kannur.
- **Captain**, Fashion Communication Dept. Basketball Team *Jan. 2024 -Present*
Led the team to Gold at Spectrum 2024, 2025 & 2026.

ACHIEVEMENTS

- **NIFT Entrance Exam 2023** | AIR 723 in General Category among 23000+ students
- **Converge** | NIFT Patna (2023), NIFT Panchkula (2024), NIFT Kannur (2025).
Gold medalist in ShotPut at Converge 2023, 2024 & 2025 and Member of NIFT Kannur Basketball & Athletics Teams.
- **27th South Zone Athletic Meet** | ShotPut
Represented Kerala at the 27th South Zone Athletic Meet held at Trivandrum.

KEY COURSES TAKEN

- **Product Design/UX** : Digital Design and Communication, Information Design & IA, Sensory Virtual Experience Design (UX), Design Research, Web Design, Wireframing and Prototyping.
- **Visual Communication & Branding** : Publication Design, Branding & Promotion, Semiotics and Letterforms, Photography, Studio Photography.
- **Strategy & Systems Thinking** : Design Strategy and Systems Thinking, Retail Merchandising & Consumer Behaviour, Global Marketing and E-commerce, Design Fundamentals, Creative Thinking.
- **Spatial & Experience Design** : Store Experience Design, Exhibition and Set Design, Space and Materiality.