

REHAN JOSE

+91-8075286102 | rehan.jose@nift.ac.in | <https://rehanjose.github.io/> | [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	Central Board of Secondary Education	89.4%	2022
Secondary	Central Board of Secondary Education	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
 - Collaborated in a 10-member core design team for Converge 2025, the annual Inter-NIFT event.
 - Worked on developing the brand identity for Converge 2025.
 - Led the design and production of the Converge 2025 Playbook, outlining event schedules, rules, and cultural insights about Kannur.
 - Designed visual assets including standees, direction boards, and other collaterals using Adobe Creative Suite.
 - Produced 40 custom mementos for visiting SDACs via laser etching (RDWorks V8), incorporating the brand 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

Product Design

- Dinely - Group Dining Decision Making App** Oct. 2025 - Present
Self Guided | 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
Self Guided | 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.

Editorial/Publication Design

- Suthanthira Paravaigal - CRD Documentation** Jun. 2025
Academic Project [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** Apr. 2025
Self Guided | Editorial Design [Project Link](#)
 - Editorial project exploring the link between fashion and sports. Designed structured layouts and visuals targeting a young adult audience.

Visual Communication Design

• **Graduation Showcase 2026 – Brand Identity Design**

Jan. 2026 - Feb. 2026

Self Guided | Logo and Branding Design

[Project Link](#)

- Designed a **visual identity for a multidisciplinary graduation event, unifying six design disciplines** into a cohesive system for the **June 2026 showcase of graduating projects**.
- Conducted concept development using **Word cloud and Dariel Fitzkee methods**, translating abstract ideas like growth, guidance, and convergence into visual form.
- Developed **logo concepts and final identity system** using **Gestalt principles** to represent transition, collaboration, and evolution.
- Created **brand applications** across print and digital touchpoints including posters, social media, merchandise, and event collaterals, ensuring consistency.

• **Upper Room – Brand Identity Design**

Nov. 2025 - Dec. 2025

Self Guided | Logo and Brand Identity Design

[Project Link](#)

- Designed a comprehensive **brand identity for a premium lifestyle brand** across homeware, apparel, and furnishings.
- Conducted **market research & competitor analysis** to define **positioning and target audience**.
- Developed **logo systems, typography, and colour palette** aligned with a modern, minimal aesthetic.
- Created **brand applications and mockups**, ensuring consistency across multiple product categories.

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 Design, 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

POSITION OF RESPONSIBILITY

- **Team Leader**, CRD Group Project Jun. 2025
- Led a 7-member team for documentation at Eravathy 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 2023
- **Converge** | NIFT Patna (2023), NIFT Panchkula (2024), NIFT Kannur (2025). 2023- 2025
- Gold medalist in ShotPut at Converge 2023, 2024 & 2025 and Member of NIFT Kannur Basketball & Athletics Teams.
- **27th South Zone Athletic Meet** | ShotPut 2018
- 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.
- **Photography Masterclass**: A Complete Guide to Photography