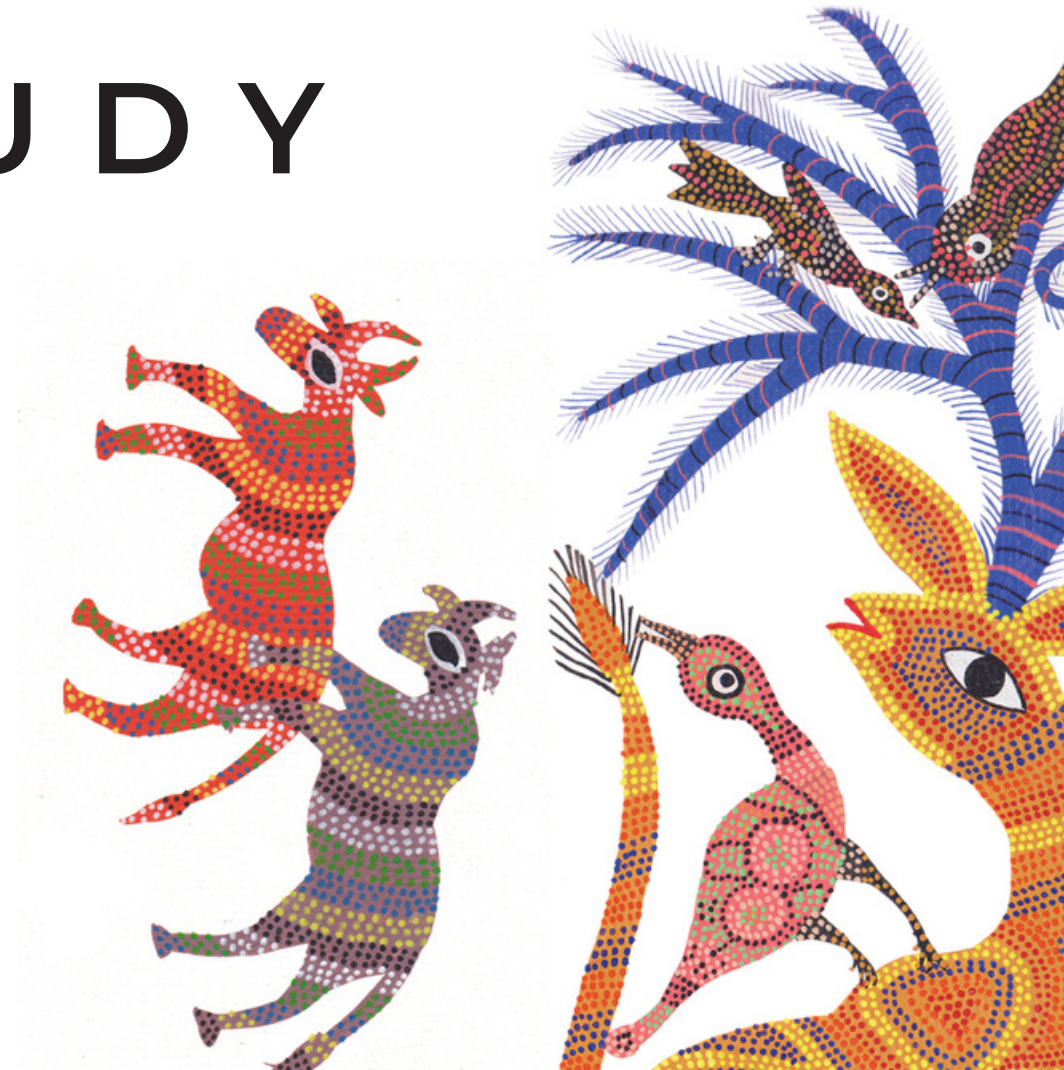


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# CASE STUDY

2015-2019



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# WHAT IF INDIGENOUS ARTISTS COULD EARN A LIVING FROM A GLOBAL ECONOMY?

Roots Studio is a registered B Corp working to create that reality for rural indigenous artists around the world. By digitizing their art and licensing it to the Western textile industry.







As a small start-up, the energy was intense and everyone was all in. I was lucky to push my professional identity and take on many different roles while learning an industry new to me.

## PROJECT BASED FREELANCE WORK 2014-2019





## DESIGN & MENTORSHIP

- Managed and mentored 3 junior designers based in Mumbai to create over 600 designs
- Wrote technical guides for digital products and creative briefs for design work
- Designed and wrote copy for newsletters using Mailchimp



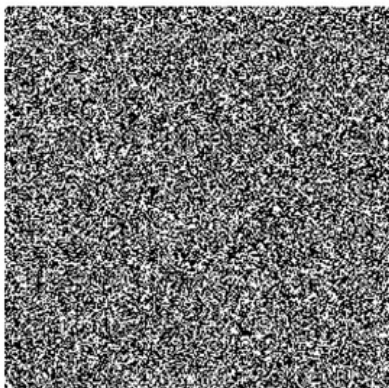
menu

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cart



[Files Included](#)

[Licensing Terms and Conditions](#)

[Licensing FAQ](#)

## Region: Central India

SKU: Photo-Tribe-date-#

\$650 USD

add to cart

### Our local community organizer wrote:

"When this picture was taken we had just learned about the technique that is used to paint on the paper that the Gond tribe traditionally used..." - Himani More

### The Gond Tribe:

The Gonds live in forested regions of madhya Pradesh, in central India with the iconic "Tree of Life" as a common motif. The paintings are used to narrate ancient songs performed under the sacred Saja tree, and to interpret the hum of urban life. The Gonds have kept their own unique cultural identity alive despite attempts of British colonization and Nazalite takeovers.

### Central India:

The Gonds live in forested regions of madhya Pradesh, in central India with the iconic "Tree of Life" as a common motif. The paintings are used to narrate ancient songs performed under the sacred Saja tree, and to interpret the hum of urban life. The Gonds have kept their own unique cultural identity alive despite attempts of British colonization and Nazalite takeovers.

## View more of the Gond lifestyle

License Their Story



# WEB DESIGN & UX

- Collaborated with an external Agency to completely re-design and build the website and webshop using Shopify
- Used Sketch to create wireframes with UX and UI feedback and ideas
- Wrote copy for FAQ page

menu

Back

roots studio



Cart



**Artist: Man Singh Patta**

Tribe: Gond

Location: Central India

SKU: GondManSinghPatta4-Pattern1

The Gonds live in forested regions of Madhya Pradesh, in central India with the iconic "Tree of Life" as a common motif. The paintings are used to narrate ancient songs performed under the sacred Saja tree, and to interpret the hum of urban life. The Gonds have kept their own unique cultural identity alive despite attempts of British colonization and Nazalite takeovers.

|                     |                             |
|---------------------|-----------------------------|
| Files Included:     | PSD, PNG                    |
| Size:               | 5400 x 6480 px / 46 x 55 cm |
| Resolution:         | 300 dpi                     |
| Color Separated:    | Yes                         |
| Seamless Tile:      | Yes                         |
| Multiple Colorways: | Yes                         |

License includes 3 additional FREE colorways, along with layered Pantone matched PSD files. Repeat size is 20 inches by 24 inches.



**\$ 650.00**

add to cart

[Licensing FAQ](#)  
[Licensing Terms & Conditions](#)

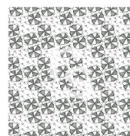
### Other designers also viewed:



MadhukarKharpada\_7A-6-2  
Sold out



JanaBhavaKavate-13-1-1  
Sold out



page-0007-1-1  
\$ 650.00



## SALES & CUSTOMER SERVICE

- Travelled NYC for 8 weeks of sales meetings
- Created tailor-made pitch decks
- Corresponded with customers and cold contacts for follow-up info and custom designs.
- Provided customer technical support for files and textile printing
- Designed and produced printed sales material





# TRADE SHOWS

## PREMIERE VISION PARIS 2018 & 2019

- Designed, schlepped and installed booth for 3-day show
- Made media contacts which resulted in being featured in the industry's leading trend forecasting magazine (WGSN) and PV Paris September trend guide
- Set up relationships with major brands who later became customers



**patagonia**



Outdoor  
Voices



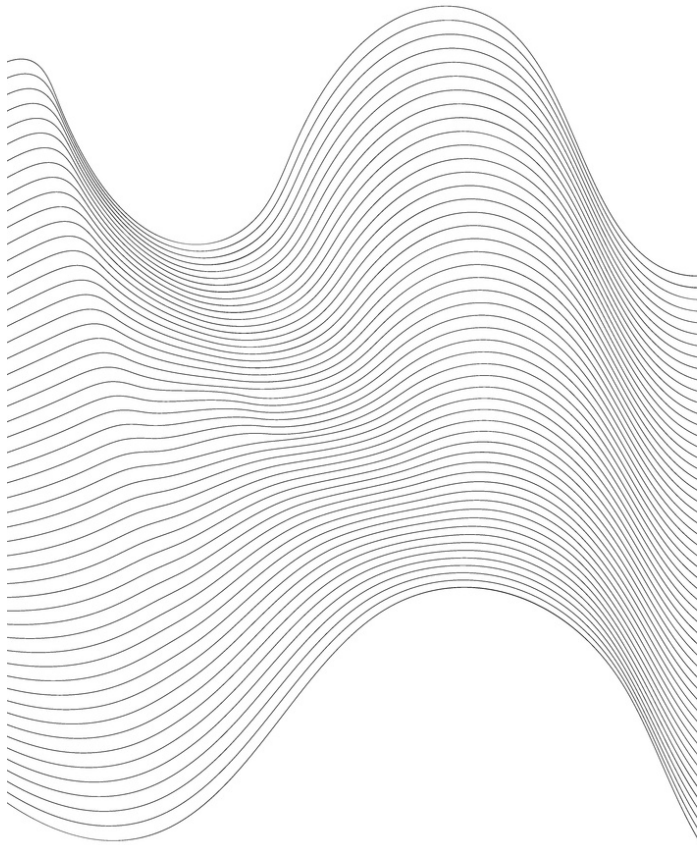
**WGSN**





## MY MOTIVATION

Doing right by people and the planet  
Celebrating culture and promoting access to art



**THANK YOU**

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