

# Yati Sharma

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## EDUCATION

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**Royal College of Art**, London, UK 2023 - 2024  
MFA Communication | Scholarship - RCA Career Progression Bursary

**Delhi Technological University**, New Delhi, India 2019-2023  
Bachelor of Design | CGPA 9.43/10  
*Awarded the Vice Chancellor's Gold Medal for Academic Performance*

## EXPERIENCE

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**Public Art Commission | UK Government (London, UK)** 2025  
Commissioned by the London Borough of Hammersmith & Fulham, UK Govt. to **redesign the Macbeth Underpass** in London with a 230ft-long digitally illustrated vector concept installed on a heat applied vinyl, mural 'Wings of Belonging'—a public artwork exploring a migrants point of view of navigating local heritage through symbolic storytelling.

**Multisensory Artist | Recipient - Hyundai Art for Hope Grant** 2025  
Designed and exhibited *The 'Lost Self' Portrait*, an **olfactory art installation** at Travancore Palace, New Delhi, in the national event supported by the Ministry of Culture and attended by over 2,000 visitors.  
Conducted the **Art Beyond Sight workshop**, engaging 50+ participants in creating interactive smellscapes and introducing **sensory storytelling**.

**Research Collaboration | Atelier Maki Ueda (Olfactory Art Lab, Japan)** Jan 2023 - May 2023  
Completed my graduation project under the mentorship of olfactory artist Maki Ueda.  
Developed a research-led project titled **Visualising Scents to Develop Olfaction as a Mode of Communication**, exploring smell as a tool for non-verbal, sensory-based storytelling

**Design Intern | National Gallery of Modern Art, New Delhi** Feb 2021 - Aug 2021  
Worked on the museum's audio guide system and designed navigational maps to enhance visitor experience at NGMA, New Delhi. **Served as Creative Coordinator for the children's book I Spy, published in collaboration with the Ministry of Culture, India (March 2022).**

**Visual Design Intern | PayU, India** Jan 2023 - June 2023  
Created visual assets and contributed to the brand design kit while researching fintech trends, analyzing user engagement, and collaborating cross-functionally with marketing and product teams.

**TBO.COM, India | Design Consultant** Dec 2022 - Jan 2023  
Designing the navigational experience for the travel company's B2B travel platforms.

## AWARDS & GRANTS

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- UK Government | Commission to redesign for Macbeth Underpass 2025
- Hyundai Art For Hope Grant | Hyundai Motor India Foundation 2024
- Vice Chancellor's Gold Medal, Delhi Technological University 2023
- Meritorious Student Award, Delhi Technological University 2022
- Lift-Off Global Network Film Festival, Official Selection | Animated Short Film 2021

## EXHIBITIONS & WORKSHOPS

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- **Art Beyond Sight**, Sensory Art Workshop – Travancore Palace, New Delhi (Mar 2025)
- **The 'Lost Self' Portrait** (Multisensory Installation) – Hyundai Art for Hope, Travancore Palace, New Delhi (Feb 2025)
- **Democracy – BBC Studios**, Television Centre, London (2024)
- *Olfactory Dimension of Cultural Integration – RCA 2024* (Aug 2024)
- **A Simpler Place (Sound x Olfaction)** – Sonic Alchemy, St. John's on Bethnal Green London (Dec 2023)

## PUBLICATIONS

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“I am”: Identity in Spaces – Full Paper, ISEA International Symposium on Electronic Art, Seoul (May 2025)

I Spy – Children's book published by NGMA in collaboration with the Ministry of Culture, India (March 2022)

## SKILLS

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Adobe CC Suite (Illustrator, Photoshop, Premiere Pro, InDesign) | Figma | Visual Communication | Branding | Illustration | Sensory Design | Sound Design | Experience Design

## VOLUNTEERING & POSITION OF RESPONSIBILITY

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**Rotaract Club of DTU Regency** - Held multiple leadership roles at Rotaract Club of DTU Regency, including Chairperson – Rotary Relations (2022), Joint Secretary (2021), and Multimedia Head (2020); led large-scale fundraising events, community initiatives, and creative communication efforts through service projects and community engagement.

**Girl Up – United Nations Foundation** – Design Head (2021) Led design, planning, and execution of social awareness campaigns focused on women's empowerment, while managing a creative team and fostering cross-functional collaboration.