

Rupa Shankar

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Education

MFA, Graphic Design — Boston University

MBA, Marketing — Boston University

BFA, Applied Art — University of Mumbai

RYT-200 Certified Vinyasa Yoga Teacher

Studio Practice

ROO ART LAB, Founder & Principal Artist — 2025–Present

Multidisciplinary studio practice in ceramics, large-scale geometric painting, and functional objects. Work draws from South Indian kolam traditions, exploring repetition, renewal, and the intersection of cultural ritual with contemporary form.

Exhibitions & Shows

2026 — Art Bazaar, Arts Council of Princeton, NY

2026 — Group Exhibition, Rachna, Consulate General of India, New York, NY

2026 — Group Exhibition, Nexus, Greenspace, Union City, NJ

2025 — Renegade Craft, New York, NY

Awards & Recognition *(selected)*

iF Design Award (2022) — Identity Verification (Hardware and software design)

Whirlpool Product Innovation Prize (2009)

Massachusetts Software Council Award (2002)

Constantin Alajalov Design Fellowship (2001)

Government of India Design Award (2001)

Teaching & Academic Engagement

Advisor, UX Design graduate program — New York University

Visiting Faculty — National Institute of Design, India

Design Background

20+ years in design leadership including senior roles at Amazon, CLEAR, Moda Operandi, Etsy, and Estée Lauder Companies. MFA-trained with deep expertise in visual systems, materiality, and human-centered design.