

## Experiences

### **Out of the Box** Industrial Designer

Oct 2020 to Oct 2021 - Chennai, India

The studio's purpose is to create furniture and lifestyle products through the medium of cardboard as a material. I aimed and achieved efficient mass-manufacturing designs with minimal components and maximum utility of the products by 70%. Presented optimal research data on alternating materials in the furniture and lifestyle accessory industry.

Provided cost-efficient data for each category of products for end-to-end projects. Ideated brand designing and developed multiple business models for B2B projects. In terms of design technicality, I have created and developed a new mechanism for a locking system and user-friendly guidance for ease of product assembling and utility.

### **Game Jam Plus** Graphic Director for Media Management

May 2020 to April 2021 - Mumbai, India

The job was to create and manage graphic assets to make multiple posts on social media for the event. In addition, I ideated and created a brand image that was adapted nationally (India). Collected graphical colour data on the brand's identity and matched the current design trend with cultural context.

Prepared sketched and digitalized multiple ready-made templates containing the brand's design language for future post purposes. Managing timelines for pushing out announcements for end-to-end on micro and macro events.

### **Airbrij Technology** Industrial Freelance Designer

Nov 2019 to Mar 2021 - Remote

As a freelance industrial designer, I worked with a company for a year where I was responsible for creating 3D models of their products and bringing them to life through stunning photorealistic renderings in Keyshot. I was adept in using Keyshot for animation and was able to animate the products to showcase their features and benefits in an engaging way.

My experience in 3D modeling and Keyshot rendering gave me a solid foundation in bringing design concepts to life in a highly visual and impactful manner. Throughout my time as a freelance industrial designer, I demonstrated my ability to take on challenging projects and deliver exceptional results, consistently exceeding my client's expectations.

### **Elephant Design Studio** Industrial/Graphic Freelance Designer

Aug 2019 to Feb 2020 - Pune, India

Getting hands-on experience interacting with clients and extracting the project's demands and requirements. Initiating market research and user study to apply concept ideations for the product. Conducted surveys and graph studies on current design language, use of materials, and desired functionality/features for the product.

Verified and organized user feedback data throughout the project progression to avoid future backlash. Executed Orthographic sketches and 3D renders of 50+ potential ideas. Finally, receiving approval and the green light for mass manufacturing the product.

### **Godrej Design Studio** Industrial/Graphic Freelance Designer

Jul 2018 to Aug 2018 - Mumbai, India

Analyzing the company's value and language to pitch in a collaboration of architect and product design for B2C projects. Creating an attraction curve for preserving customers for long-term construction projects. Enhancing user experience in customer viewing of the demo models and promoting customer interaction system to personalize and plan purchased property.

Gave multiple iterations in 3D render format of exterior design for material selection of Taj Hotel Group. Studied/Researched the regional and cultural background of a property to design the brand's graphics and signage system of the property.

### **Cognito India** Graphic Design Artist Intern

Apr 2015 to Jun 2015 - Baroda, India

Was taught the basics of Graphic design and Typography. Also had tasks on understanding the design DNA of a company and how to make posters and logos accordingly.

Education **Master's of Arts in Product Design**

University for the Creative Arts | Farnham, UK | 2021 - 2022

Master's of Arts in Product Design specializing in Sustainable Material Design and User Study.

**Bachelor's in Industrial Design**

Institut Supérieur de Design | Pune, India | 2016 - 2020

Bachelor's in Industrial design specializing in Product and Services

Design Skills Concept Ideation | Design Thinking | 3D Prototyping | Physical Prototyping | User Research | CMF | Digital Sketching

Design Tools Adobe Creative Suite | Rhinoceros 3D | Keyshot | Blender | Cinema 4D | FL Studio | Logic Pro X | Audacity | Microsoft Word | Microsoft PowerPoint | Microsoft Excel | Miro |

Language **English | Hindi | Marathi**

References **Mark Gower**

Programme Director Product, Furniture and Interiors at University for the Creative Arts

Farnham, Surrey, UK

mark@markgower.co.uk

Relationship: Mentor and Advisor

**Partho Guha**

Co-founder, Director of Elephant Design Studio

Pune, Maharashtra, India

partho@elephantdesign.com

Relationship: Mentor and Advisor

**Suresh Venkat**

Event Anchor, Editorial Consultant, Media Trainer

Mumbai, Maharashtra, India

sureshvenkat@outlook.com

Relationship: Mentor

---