

## EDUCATION

### School of Visual Arts

#### MFA Products of Design

New York, USA

Expected: May 2018

### National Institute of Design

#### Bachelor of Design in Product Design

Ahmedabad, India

Jun 2008-May 2013

### Politecnico di Milano

#### International Exchange, Product Design

Milan, Italy

Mar-Jul 2011

## SKILLS

### Strategic

Conceptualization, Prototyping, Digital Fabrication, Design Research, Product Development, Physical Computing, Design for Manufacturing and Assembly, Photography and Videography

### Software

Rhinoceros, Keyshot, Adobe Creative Suite, Arduino, Keynote, Sketch, Flinto

### Materials

Wood, Aluminium, PVC, Polystyrene, Acrylic, Fiberglass, Industrial Clay, Silicone Rubber, Bamboo, Plaster, Leather, Cement, Textiles

### Languages

English, Hindi, Marathi, Kannada, Gujarati, German (A2), Italian (Beginner)

## AWARDS

SVA Alumni Scholarship Award 2018

Runner up in IoT Builders' Contest on Instructables.com

## INTERESTS

Currently learning CSS and HTML

Active member of Sustainability and Student Activist Groups at PoD

## WORK EXPERIENCE

### Products of Design Student Assistantship | Oct-Dec 2017

- Directed, shot and edited a series of six videos for the department's Facebook ad campaign inviting applications for the next academic year

### Student Worker, SVA Galleries, New York | March 2017-present

- Assisting in installation and removal of various student and professional exhibitions across the three SVA Galleries

### Industrial Designer, Future Factory LLC, Mumbai | Nov 2013-Jun 2016

- Led, collaborated, and supported over 20 projects, across product design and development, research and strategy, graphic, packaging, and experience design roles
- Spearheaded organization-wide transition to modern design tools like Keyshot and Illustrator, improving workflow efficacy
- Mentored an undergrad student on his thesis project from start to completion

#### Took the following projects from concept to market:

Alternate Cardiac Care Unit (Madhavbaug, India); Nowa Staplers, Aion Punches and Inspiro Stapler-Punch sets (Kangaro Kanin, across Europe); Reviva Water Purifier (Eureka Forbes Ltd., India); chocolate and beverage coolers (multiple confidential clients, India and elsewhere)

### Industrial Design Intern, Neodes, Pune | Jun 2012-Mar 2013

#### Designing for Emergency Cardiac Care (Sponsored Thesis Project)

- Redesigned a manual external defibrillator to be intuitive and user-centric, while creating a recognizable brand aesthetic for a small business client
- Mapped systems for emergency cardiac care by analyzing insights derived from ethnographic research into ICU, ER, ambulance, and EMS training school environments and secondary research
- Identified opportunities for innovation through synthesis and incorporated these learnings into the product over several iterations and one final design

### Design Research Assistant, frog design, Mumbai | Sept-Oct 2012

#### Project Masala (frog Shanghai)

- Used frog's design research methods to identify opportunities for innovation in cookware, dinnerware, and food storage solutions in the Indian market
- Coordinated and contributed to the recruitment and interviewing of over 20 diverse members of the client's target market
- Planned and facilitated a co-creation workshop with the client

#### R4G (frog Munich)

- Recruited and interviewed an array of mobile entertainment consumers for an ethnographic research sprint to launch 4G network services in India

### Industrial Design Intern, Bang Design, Bangalore | Dec 2011-Jan 2012

- Contributed to 5 projects including digital and physical product design
- Attained proficiency in Pro-E and Creo Parametric software to convey product specifications effectively to the engineering team