

DESIGN EXPERIENCE

- INDUSTRIAL DESIGNER** | Aug 2018 – Present |
Erik Rueda Design Lab , Chelsea, MA
Industrial Design
 Providing design and fabrication solution for custom furniture design pieces. Role involves concept designing, sketching, CAD modeling, creating shop drawings, and CMF research.
- Digital Design**
 Redesigned and updated ERDL's [website](#). Designed and created the first [product catalog](#). Leading and managing ERDL's Instagram content and style to promote the brand, and support sales and marketing team for revenue growth.
- PRODUCT DESIGN INTERN** | Sept 2016 - July 2017 |
Hasbro, Pawtucket, RI
 Involved in day- to-day support for Hasbro's brand PlayDoh and Iplay teams. Role involved brainstorming and testing new concepts(digital + physical interactive play experience), play patterns, sketching and prototyping forms, 2D visualizations, CAD modeling, 3D model making, and on-trend deco studies.
- INDUSTRIAL DESIGN INTERN** | June 2016 - Aug 2016 |
BZDesign, Rochester, NY
 Active in interaction with clients throughout the project development, sketching, rendering, generating 3D CAD models and prototypes. Projects Include: Flatbed scanner and ADF Scanner for Kodak Alaris, Weighted hand gloves design for running Athletes, Computer monitor hood design.
- INDUSTRIAL DESIGNER** | May 2015 - Aug 2015 |
Studio 9.30 Design Consultancy (RIT), Rochester, NY
 Developed concept and prototype of a wearable device for stroke patients to wear in physiotherapy sessions, to help improve their postures. Work involved sketching, prototyping, screen interaction design, and testing.
- INDUSTRIAL DESIGNER (FREELANCE)** | Jan 2018 - May 2018 |
Nuance Designs, NJ
 Remote consultation for form, color, material, finish design for auto-injectors. Provided concept sketches, CAD model, renders, and 3d printed prototypes.
- INDUSTRIAL DESIGN INTERN** | Jan 2018 – May 2018 |
Josh Owen LLC, Rochester, NY
 Designed product concepts for home and office décor.

EDUCATION

MFA - INDUSTRIAL DESIGN

Rochester Institute of Technology (RIT), NY
 GPA: 3.81 | 2014 –2018 |

BE - ELECTRONICS ENGINEERING

Pune University, India
 GPA: 3.3 | 2007– 2011 |

CERTIFICATION

USER EXPERIENCE DESIGN

General Assembly, Boston, MA | 2019 |

Designed a mobile app for people who prefer home cooked meal but struggle to follow it with their busy schedule, to help manage home prepared meals. Work involved defining the problem statement, user interviews, affinity mapping, information architecture, paper lo-fi prototypes, user testing, wireframes, hi-fi prototype in Sketch, and clickable prototype in Invision.

PROJECTS

To fulfill the requirement of optimum utilization of limited space in elementary schools, designed a multipurpose 'table and cushions' set that can be transformed into a chair or other related compositions as desired.

Designed and constructed an elegant end table with only two steps assembly and disassembly for easy transport.

Designed and crafted elegant looking containers set for tea-powder and sugar for stylish kitchen.

TOOLS AND LANGUAGES

SolidWorks, Sketch up, Autodesk Fusion 360, Adobe Photoshop, Adobe Illustrator, KeyShot, Arduino programming (C), Sketch, Invision

SKILLS

Industrial Design, Human Centered Design, User Experience Design, User Interface Design, Interaction Design, Design Research.