

## EDUCATION

**National Institute of Design, Andhra Pradesh**  
Bachelor of Design (B.Des), TGPA:7.67

**Amaravati, AP**  
Graduation Date: Aug 2023

## WORK EXPERIENCE

### Diara Care Pvt Ltd.

Industrial Designer & UX Designer (freelance)

**Remote**

Apr 2025 - Aug 2025

- Developed the complete brand identity for Diara, a premium skincare brand, including logo design, visual identity, and cohesive brand assets. Directed all aspects of branding and packaging, from strategy and market research through to execution—led client consultations, conceptualized and designed innovative tube and carton packaging, created custom illustrations.
- Managed packaging KLDs (Key Line Drawings) and coordinated with manufacturers to ensure design quality and consistency.
- Led website experience design, shaping the brand's digital presence for optimal user engagement.

### D'Art Design Pvt. Ltd.

Industrial Designer & UX Designer

**Faridabad, NCR**

Feb 2024 - Apr 2025

- Spearheaded UX and Industrial Design projects, driving end-to-end product development from concept to manufacturing, ensuring seamless user experiences and functional innovation.
- Led pitch presentations for top brands including Bata, Royal Enfield, Apollo, TAFE, and Jaquar, showcasing design strategies that aligned with business objectives and user insights.

### Studio Juxta

Animator (freelance)

**Remote**

Aug 2023 - Feb 2024

- Worked as a freelance 3D animator to create a compelling showreel for the upcoming Studio Juxta, showcasing the breadth and depth of their work. My tasks included story-boarding, setting up the scenes in Blender, animating, and lighting the scenes.

### Elephant Design Pvt. Ltd.

Graduation Project Intern

**Pune, MH**

Oct 2022 - Jun 2023

- Designed an innovative mobility solution for the elderly, conducting user research, ergonomic testing, and 3D modelling to improve accessibility and independence.
- Transformed research insights into functional 3D models, refining usability and presenting findings to stakeholders to ensure design feasibility and impact.

### The Embassy of Switzerland

Industrial designer

**Remote, DL**

Dec 2021 - Mar 2022

- Contributed as one of three industrial designers on a collaborative project between Zurich University of the Arts, NID (AP), and Tree-craze Foundation, supported by the Embassy of Switzerland.
- Played a key role in designing the activity and activity box, overseeing manufacturing processes and ensuring high-quality execution, which went (virtually and physically) through about 28 cities in India.

### Samsung PRISM

UI/UX Designer

**Vijayawada, AP**

Oct 2021 - Nov 2021

- Led a team of four in developing Ultra-Short Narratives as part of an MOU with the institute, overseeing creative direction and execution.
- Managed the entire project lifecycle, from opportunity identification to delivery, earning a Certificate of Excellence from Samsung's PRISM team for exceptional contributions. Additionally, received Amazon vouchers as recognition for dedication and successful project completion.

## ACHIEVEMENTS

### Winner of Design Hackathon 2021

Organized by DPIIT, the Ministry of Commerce and Industry, and Government of India

**GOI**

2021

- First rank winner of Design Hackathon 2021 organized by DPIIT, the Ministry of Commerce and Industry, and GOI, among all NIDs..

### Certificate of Excellence Samsung PRISM 2021

Few students received this award for their leadership and performance by Teams Samsung PRISM in Bangalore.

**Samsung PRISM**

2021

- Received a Certificate of Excellence from the Samsung PRISM team as recognition for my contributions.

## VOLUNTEER

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### Animation team member for Chitrakatha festival 2021

Chitrakatha

Animator

Sept 2021 - Nov 2021

- Contributed as an animation team member for the Chitrakatha Festival, bringing creative animations to the event's visual storytelling.

## SKILLS & INTERESTS

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**Skills:** User Experience Design | Packaging Design | Industrial Design | Sketching | Design Research | Interaction Design | Website Design | CAD (Computer-Aided Design) | 3D Modeling | Rendering | Human-Centered Design | Rapid Prototyping | CMF (Color, Material, Finish) | Concept Sketching | Ideation | Prototyping | Ergonomics | Manufacturing Processes | Design Thinking | Problem Solving.

**Software:** Adobe Creative Suit | Figma | Blender | Solidworks | Keyshot | | Rhino 3d | Microsoft 365 | Wix | Chat-GPT.