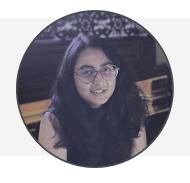
# BHAVYA UPADHYAY

### INDUSTRIAL DESIGNER







1ubhavya@gmail.com



Delhi, India



www.upadhyaybhavya.com

# ABOUT ME

An Industrial designer who sees the world as a set of LEGO with a hunger to module and transform to create new things. Skilled in leading multiple projects from concept to completion. Hands-on experience in accessory design and transforming complex information in scenarios into attractive, human-centered designs.

### SKILLS

#### **TOOLS**



















#### **DESIGN**

CAD Modelling Ideation & Brainstorming Sketching & Rendering

Character Design

Illustration

Sculpting

Storyboard

3D Rendering

2D & 3D Animation

**UX** Design

#### COLLABORATION

Initiator

Detail oriented

Communicative

Organizing workshops

**Emotional Intelligence** 

**Group Brainstorming** 

## EXPERIENCE

#### **ROYAL ENFIELD**

Jan-April 2024

Industrial Design Intern

- Conducted comprehensive user research to identify pain points and real-life problems faced by two-wheeler users.
- Led ideation sessions using brainstorming and mind-mapping techniques to generate innovative and feasible solutions, incorporating the brand personality in the product.
- Created detailed sketches, CAD models, and prototypes to bring conceptual ideas to life, iterating based on user feedback and testing outcomes.

#### **LENSKART**

Jan- April 2023

Consumer Experience Design Intern

- Worked from ideation, print design, conceptualizing product designs with sketches and models to 3D modeling in Rhino for print based eyewear collections
- Launched my own collection and was a part of the team in designing 3 more collections.
- Created 3D rendering of products for presentation and spec drawings for prototyping
- Conducted on-site research & focus groups to test and analyze product and system feasibility, design, operation and performance.

### **DESMANIA INNOVATION LABS** June- July 2022

Industrial Design Intern

- Worked with a diverse team on different innovative products from variety of sectors
- Designed accessories and consumer electronics to evaluate design concepts and meet customer specifications
- Designed and upgraded the UI of the website

#### **NIDOBOTS**

Dec- Jan 2022

Product Design Intern

- Designed UI for software suite to communicate with the automation system
- 3D simulation of the working of robots in the industrial setup
- 2D Animation and Infographics for Digital Marketing

#### PRANYAS- HEALTHCARE NGO Aug- Nov 2021

Visual Designer

- Designed brand visual standards that align with their goals
- Work with medical staffs to direct the mindset of common people through design
- Document an assessment on what makes the brain tick.

### 4 WEEK INTERNSHIP PROGRAM June-July 2021

Visual Storytelling intern

 Collaborated with animation supervisor to create spooky & fun animation on alarming effects of global warming

## EDUCATION

#### SECONDARY SCHOOL

DAV Public School Gandhinagar 2017 - 2019

#### **BACHELOR OF DESIGN**

Delhi Technological University, Delhi 2020 - 2024

## TRAINING

#### TRADITIONAL TIBETAN WOODCARVING

Norbulingka Institute, Dharamshala- Under the supervision of Master Tsering Lodoe November 2023

#### HCIXI: HUMAN-COMPUTER INTERACTION: FUNDAMENTALS & DESIGN PRINCIPLES

Georgia Institute of Technology, United States 2023

#### BUILDING AN INNOVATION/PRODUCT FIT FOR MARKET

Department Of Design, DTU June 2021

## WORK SAMPLES

**PORTFOLIO LINK** 

www.upadhyaybhavya.com

**BEHANCE LINK** 

https://www.behance.net/bhavyaupadhyay

# ADDITIONAL DETAILS

Secured All India Rank 151 in UCEED 2020 All India Rank- 57 in NIFT B.Des entrace programme





