

# Tasmai Bharadwaj

## Industrial Product Designer

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### OBJECTIVE

Experienced Industrial Designer proficient in conceptualizing and developing innovative products while demonstrating strong project leadership and client relationship management skills. Skilled in sketching, 3D modelling, rendering, and meticulous project management. Eager to leverage a proven track record of success to contribute effectively as an Industrial Designer.

### EDUCATION

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#### Teesside University

Bachelor's in arts (*Product Design and Creative Innovation*)

- Grade: First Class Honours

Middlesbrough, U.K.

September 2022—June 2023

#### Vishwaniketan Institute of Design

Bachelor's in arts (*Product Design and Creative Innovation*) •

- Grade: First Class Honours

Mumbai, India

September 2019—June 2022

### WORK EXPERIENCE

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#### JOBS

#### Syska LED

Junior Industrial Designer

Pune

June 2022 – September 2022

- **Project 1:** I was entrusted with the project of remodelling and re-imagining Syska LED's upcoming line of products focusing on the redesign of the following:
- **Bluetooth speaker:** remodelling the upcoming product using 3d modelling software like Fusion 360 & product rendering software like Keyshot. The remodelling process for the speaker involved enhancing the product's functionality by redesigning its form, buttons, and mesh.
- **Bluetooth earphones:** I was responsible for creating renderings of the earphones to determine the ideal colour combinations for the upcoming launch. Additionally, I also worked on crafting engaging social media posts for the product highlighting its features for the launch.

**Project 2:** In a professional capacity, I undertook the responsibility of designing packaging for wireless earbuds and wireless speaker boxes. Utilizing software tools such as Illustrator and Photoshop, I crafted the packaging designs. Additionally, I actively participated in the selection process for the paper quality used in the packaging boxes.

#### Lilatho perfume brand

Industrial & packaging Designer

Middlesborough, UK

May 2023 - November 2023

**Perfume Bottle Design:** Led the design process for the perfume bottle, taking charge of conceptualizing and creating a visually striking and distinctive design. Developed innovative and captivating designs that aligned with Lilatho's brand identity, ensuring the bottle's aesthetic appeal resonated with the target market.

**Brand Identity Establishment:** Played a pivotal role in establishing the brand's identity through the design of the perfume bottle, infusing unique and eye-catching elements that reflected Lilatho's essence and values. Incorporated creative and standout design features that set Lilatho apart in a competitive market, contributing to the brand's recognition and market presence.

- **CAD File Preparation for Manufacturing:** Generated precise and manufacturing-ready CAD (Computer-Aided Design) files for the perfume bottle, ensuring a seamless transition from the design concept to the production phase. Ensured the CAD files adhered to industry standards and specifications, facilitating efficient manufacturing processes for the perfume bottles.
- **Packaging Design for Perfume Bottle:** Collaborated on the design of the perfume bottle's packaging, creating designs that complemented and enhanced the overall presentation of the product. Integrated design elements that provided a cohesive and visually appealing experience for consumers, ensuring the packaging reflected the essence of the fragrance and brand.

## CERTIFICATIONS

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### Fashion Design Diploma.

Centre of excellence

- Acquired comprehensive knowledge of garment design processes through the completion of a fashion design course.
- Mastered the techniques involved in creating garment silhouettes and stitching.
- Developed expertise in selecting appropriate fabrics for various designs, considering essential factors such as texture, durability, and aesthetic appeal.
- Completed the course, earning 150 CPD (Continuing Professional Development) points.

### UI/UX mobile and web design.

Udemy

- Completed a UI/UX course covering the end-to-end process of designing mobile apps and websites from scratch.
- Acquired proficiency in utilizing various software tools commonly used in UI/UX design.
- Specifically learned Figma software to streamline the design workflow.
- Enhanced skills in Adobe Illustrator and Photoshop, essential for creating high-quality design assets.

### Symbology

Centre of excellence

- Independently pursued a study on symbol decoding driven by personal interest.
- Gained expertise in deciphering the meanings of various symbols, including ancient, astrological, and everyday shapes.
- Investigated the historical backgrounds of select symbols, understanding their origins and cultural significance.
- Deepened knowledge of the rationale behind the design and representation of symbols across different contexts.
- Completed the course, earning 150 CPD (Continuing Professional Development) points.

## SKILLS

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### SOFTWARE SKILLS:

- Fusion 360
- Adobe InDesign
- MS Office

- Gravity sketch
- Figma
- Key Shot
- Adobe Illustrator
- Adobe Photoshop (Excel/Word/PowerPoint)
- Adobe Lightroom
- VR 3D modelling
- Procreate

**SKILLS:**

- Sketching
- Space Planning
- 3D Modelling
- Prototyping
- Project Management
- Client Communication
- Visualisation
- Design Development
- Leadership
- Attention to Detail
- Teamwork
- Creative Thinking
- Adaptable
- Critical Thinking
- Time Management
- 3D Rendering
- Problem-Solving