

Vaibhav Balasubramanian

585-471-9970 / bvaibhav.com / Vaibhavb.design@gmail.com

Summary

- Experienced industrial designer with over **3 Years** of experience in sectors such as **Medical devices, Consumer electronics, and Lifestyle product design**.
- Proficient in a range of design skills including **Sketching, 3D modeling, and Prototyping**. Dedicated to creating innovative and **user-centric designs while prioritizing environmental consciousness** in materials and manufacturing processes.
- Demonstrated ability to deliver **intuitive and timeless solutions** that enhance user experiences and drive results in fast-paced and competitive environments.

Education

Rochester Institute of Technology, Rochester, Ny • 08/2022 - 12/2024
Master of Fine Arts - Industrial Design

Ajeenkya D.Y Patil University, DYPDC, Pune, India • 08/2017 – 07/2021
Bachelor of Design - Product Design

Core Competencies

- Project Management
- Design Research
- Prototyping
- 3D Visualization
- Strategic Design
- CAD
- Creative Problem Solving
- Product Development
- Design methodology
- AI integration
- Attention to Detail
- Sustainable Design
- Design for manufacturing
- User Research
- Concept design
- User Flow design
- Client Engagement
- Process Improvement

Tools and Software's

- SolidWorks
- Blender
- Rhino
- Fusion 360
- Key Shot
- Krea AI
- Mid-journey AI
- Figma
- Vizcom AI
- Adobe Photoshop
- Adobe Illustrator
- After Effects
- 3D Printing
- Miro
- Rapid Prototyping
- Sketching
- UX Research
- Color Material Finish

Experience

Auriquant Design PVT.LTD • 05/2024- Current
Lead Industrial designer

- Successfully led multiple projects in medical product design, flotation aid design, furniture design, and rideshare interface design, significantly enhancing client satisfaction by aligning the designs with both client requirements and company's vision.
- Reduced ideation and concept generation time by 30% through enhanced project planning and management.
- Ensured long-term client retention by consistently delivering beyond expectations and aligning with client timelines.
- Improved team dynamics and skill growth through regular design sprints, fostering creativity and collaboration.
- Integrated AI into design processes, reducing iteration times by 40% for quicker feedback and refinement.
- Kept all projects within budget by maintaining transparent agreements and optimizing resource allocation.

Studio 930 @ Rochester Institute of Technology • 05/2023- 07/2023
Industrial designer

- **Project: Fall Alert System for Life Assistance**
- Engaged in a project aimed at enhancing patient safety within the Life Assistance domain. Conducted comprehensive research to identify relevant technologies and best practices. Conceptualized and developed prototypes for a dependable fall detection and alert system.
- The system is designed to promptly notify healthcare providers or caregivers in the event of a fall, prioritizing patient well-being.
- **Project: Lenin Cart Design for Rochester Regional Health**
- Contributed to the development of a Lenin cart for Rochester Regional Health, focusing on optimizing transportation and storage of medical supplies and equipment.
- Emphasized versatility and ergonomic design principles to improve functionality and ease of use.
- Collaborated with a team to create a practical solution that addresses the specific needs of the healthcare environment.

Rochester Institute of Technology
Graduate assistant

• 08/2022- 05/2024

- Organizing and facilitating RIT's T-Minus Event in collaboration with Autodesk.
- Organizing and Facilitating RIT's Senior Capstone Show.
- Organized and managed online databases, ensuring easy access to student references Organized and managed NASAD resources.
- Provided essential support in the operation and maintenance of 3D printers and 3D scanners.

Smartleaven Technologies
Industrial designer

• 09/2021 - 06/2022

- Played a pivotal role in crafting design interventions for Defense Projects
- Collaborated closely with cross-functional teams, including engineers, project managers, and end-users, to align design with requirements and preferences.
- Led the creation of the user interface (UI) for a navigation system in a defense project, designing all essential components for seamless functionality.
- I also worked on designing medical devices like ventilators.

Tata Elxsi
Industrial designer intern

• 07/2020 - 06/2021

- Contributed to an industrial design team working with major brands.
- Gained experience in various areas, including: Designing demo kits. Creating packaging designs. Participating in product design.
- Conducting design research. Developing graphics for packaging.
- Performing product rendering and 3D modeling.
- Collaborated with the team at Tata Elxsi for my thesis project.

Tata Consultancy Services
Graphic design intern

• 07/2020 - 09/2020

- I was a member of the Rapid Labs team.
- I created graphic assets, posters for their projects and initiatives.
- Worked on the booklet highlighting their offerings and work.

Kiran Medical Systems Limited
Industrial design Intern

• 05/2018 - 07/2018

- Contributed to designing Analog and Digital Mammography machine bodies.
- Gained exposure to the powder coating process.
- Created 3D models and product renderings for manufacturing.
- Designed graphic assets for branding.
- Learned AutoCAD for precise design work.

Additional Information

Volunteering: UX India, Design Conference

• 09/2020 - 12/2020

- Proficient in creating engaging social media content and video editing for event promotion.
- Collaborated effectively to enhance the conference's digital presence, gaining valuable experience in digital marketing and multimedia production.

Certifications:

Solid Works Government of India

• 08/2019

RITx: Design Thinking Fundamentals course on EDX!

• 02/2024