



VAIBHAV BALASUBRAMANIAN

I N D U S T R I A L D E S I G N E R

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EDUCATION

MASTERS IN INDUSTRIAL DESIGN

Rochester Institute of Technology

2022 - 2024 GPA 3.97/4

BACHELORS IN INDUSTRIAL DESIGN

Ajeenkya D.Y Patil University

2017 - 2021 GPA 8.7/10

SKILLS

- Sketching and Rendering
- Design Thinking
- Trend Awareness
- Wire framing
- Ideation
- 3D Modeling
- Digital rendering
- Prototyping
- Collaboration
- User Centered Design
- Adaptability

DESIGN TOOLS

- Fusion 360
- Keyshot
- Blender
- Adobe Photoshop
- Adobe Illustrator
- Solid works
- Figma

PROFILE

I am an industrial designer from Mumbai, India, based in New York, USA. I have a deep passion for creating and visualizing disruptive, innovative, yet meaningful solutions that have the potential to impact people's lives. An enthusiastic thinker who loves delving into diverse creative fields and exploring limitless possibilities. My design expertise spans User experience, Interaction, and Industrial design, and I have gained valuable experience that helps me excel in Medical equipment design, Graphic design, and User experience design. My mission is to push the boundaries of design, transforming imaginative ideas into products with a lasting impact.

EXPERIENCE

INDUSTRIAL DESIGNER May 2023 - July 2023

Studio 930 @ Rochester Institute of Technology

- **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.
- **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.

GRADUATE ASSISTANT August 2022 - Current

Rochester Institute of Technology

- 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 manage NASAD resources.
- Provided essential support in the operation and maintenance of 3D printers and 3D scanners

INDUSTRIAL DESIGNER September 2021 - June 2022

Smartleaven Technologies

- Played a pivotal role in crafting design interventions for **defense and medical products**.
- 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

INDUSTRIAL DESIGN INTERN July 2020 - June 2021

Tata Elxsi

- 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

GRAPHIC DESIGN INTERN July 2020 - September 2020

Tata Consultancy Services

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

INDUSTRIAL DESIGN INTERN May 2018 - July 2018

Kiran Medical Systems Limited

- I contributed to the design of the Mammography device's body.