

BHAVYA UPADHYAY

EXPERIENCE DESIGNER



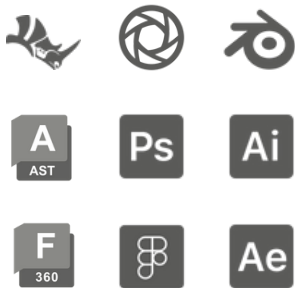
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- Delhi, India
- www.upadhyaybhavya.com

ABOUT ME

An Experience 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 3D animation for branding and 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

Feb- April 2024

Experience 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

Experience 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 entrance programme

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