

# BHAVYA UPADHYAY

EXPERIENCE DESIGNER



- +91 9060735044
- 1ubhavya@gmail.com
- Delhi, India
- www.upadhyaybhavya.com

## ABOUT ME

An innovative and detail-oriented Experience Designer with a passion for transforming complex information into intuitive, human-centered designs. Skilled in leading multiple projects from concept to completion, with expertise in 3D animation, user research, story-telling and product design. Excels in collaboration, problem-solving, and creating immersive user experiences.

## SKILLS

### TOOLS



### DESIGN

- User Research
- Wireframing
- HCI
- Product Design
- Character Design
- User Interface Design
- 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 user pain points with the current gauge cluster design of the Himalayan model.
- Led ideation sessions using brainstorming and mind-mapping techniques to generate innovative solutions that aligned with the brand's personality.
- Developed concepts and prototypes for real-life implementations, enhancing both tangible and intangible product experiences.

### LENSKART

Jan- April 2023

Consumer Experience Design Intern

- Launched a personal eyewear collection while collaborating on three additional collections.
- Engaged in ideation, print design, product sketches, and 3D modeling using Rhino software.
- Conducted on-site user testing and analysis to refine product design, operation, and performance.

### DESMANIA INNOVATION LABS

June- July 2022

Experience Design Intern

- Collaborated with a multidisciplinary team on innovative products across various sectors.
- Redesigned and improved the user interface of the company website.

### NIDOBOTS

Dec- Jan 2022

Product Design Intern

- Designed an intuitive User Interface for warehouse automation software.
- Created 3D simulations of robotic operations within industrial settings.
- Produced 2D animations and infographics for digital marketing campaigns.

### PRANYAS- HEALTHCARE NGO

Aug- Nov 2021

Visual Designer

- Created brand visual standards in line with organizational goals.
- Collaborated with medical staff to influence public perception through design strategies.
- Developed assessments to understand user engagement and cognitive responses.

### 4 WEEK INTERNSHIP PROGRAM

June- July 2021

Visual Storytelling intern

- Worked alongside an animation supervisor to create engaging animations addressing the 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](http://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

 +91 9060735044

 1ubhavya@gmail.com

 Delhi, India