



Devika Vartak

BACHELORS
IN INDUSTRIAL
DESIGN AND
INNOVATION

I BELIEVE I CAN BRING SUBSTANTIAL VALUE TO YOUR COMPANY, HERE'S HOW:

- **Innovation and Problem-Solving:** My experience as a Co-founder of Bonheur Designs, a design studio focused on addressing global and ethical challenges, has honed my ability to craft innovative solutions. I excel at thinking outside the box and approaching design challenges with a fresh perspective.
- **Versatile Skill Set:** My role at Bonheur Designs allowed me to cultivate a versatile skill set and adopt a holistic approach to design. I can adapt to various design contexts and bring a well-rounded skill set to the table.
- **Academic Foundation:** My formal education in industrial design from Teesside University, UK, has refined my technical skills and nurtured my passion for design. This academic journey has been instrumental in shaping my design expertise.
- **User-Centric Approach:** I have a proven track record of conducting user research, prototyping, and rigorously testing products. This ensures that the solutions I design consistently align with user needs and expectations, contributing to your company's commitment to user satisfaction.
- **Cross-Functional Collaboration:** Collaborating seamlessly with cross-functional teams of designers, engineers, and stakeholders is one of my strengths. I understand the importance of meeting project deadlines and maintaining the highest standards in my work, ensuring effective teamwork and project success.
- **Communication Skills:** Effective communication is essential in a collaborative environment. I take pride in my excellent visual and verbal communication skills, which help convey ideas clearly and concisely, facilitating effective communication within the team.
- **Passion and Commitment:** I'm motivated by design's potential to effect positive change and am dedicated to staying at the forefront of industry trends. My passion for design is palpable, and I continuously strive to learn from industry professionals to enhance my skills.

OBJECTIVE

I'm Devika Vartak, an "Industrial Product Designer" with a keen eye for creativity and innovation. From an early age, my parent's involvement in the creative field has been a constant source of inspiration. It ignited a deep ambition within me to make a tangible impact through product design. I naturally developed a strong interest in graphic design, expanding my repertoire to encompass both disciplines. This has equipped me with a diverse skill set and a broad approach, enabling me to find effective solutions to various design challenges.

EDUCATION

- ◆ **TEESSIDE UNIVERSITY 2019 - 2023**
BA(HONS) Product Design
4 years
- ◆ **MUMBAI UNIVERSITY DISTANCE LEARNING 2019 - 2022**
Bachelors in Sociology
3 years

ACADEMIC PROJECTS

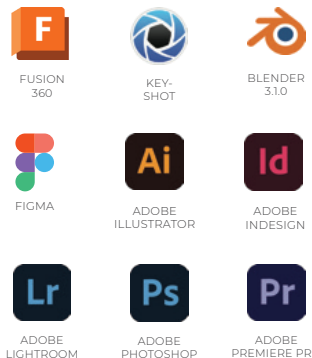
The Wet Waste Cyclor

- Led End-to-end Design Process.
- Innovative Design Strategies.
- Thorough Research & Analysis.
- Detailed 3d Modeling.
- Cad Software Utilization.
- Rendering.
- Feasibility Studies.
- Sustainable Design Principles.
- Manufacturing Knowledge.
- Materials Knowledge.
- Animated Video Rendering.
- Prototyping.

The Multicooker

- Led End-to-end Design Process.
- Market Survey & Research.
- Target Audience Analysis.
- Feasibility Studies.
- Conceptualization Skills.
- 3d Modeling & Ideation.
- Rendering.
- Product Branding.
- Manufacturing Expertise.
- Materials Knowledge.
- Prototyping.

DESIGN SKILLS



SOFT SKILLS

- Creative Thinking
- Problem Solving
- Communication
- Teamwork
- Adaptability
- Time Management
- Attention to Detail
- Self-motivated
- Detail-Oriented
- Empathy
- Adaptability
- Critical Thinking
- Resilience
- Open-Minded
- Ethical Design
- Presentation Skills

ACHIEVEMENTS

Industry Experience

Designed a functional Bluetooth speaker at Syska LED, which achieved remarkable success by selling out within the first few weeks of its launch

Instructor at Foliage Outdoors

Foliage Outdoors, a leader in eco-tourism for over two decades. Our Summer Camps for children aged 8-16 in Adventure, Wildlife, Trekking, and Activities offer an unforgettable experience.

Licensed First Aid Giver

Completed first aid training by Indian Red Cross Society, equipped to assist adults & children in emergencies effectively.

EXPERIENCE

◆ Sep 2024 -Present - Industrial Design Fellow - Future Factory

- Collaborating on real-world product design projects, including the development of a coffee vending machine, focusing on functionality, user experience, and manufacturability.
- Gaining proficiency in Rhino and Blender for 3D modeling, rendering, and product visualization, enhancing design precision and creativity..

◆ Dec 2024 -April 2024 - Junior Packaging Designer - TAO Group - London

- Infusing contemporary ideas into design trends, I am revitalizing packaging aesthetics and driving a notable increase in consumer engagement. Our designs are effectively resonating with the target audience, sparking heightened interest and interaction.
- Ensuring packaging creations go beyond visual appeal by seamlessly aligning with consumer preferences. This strategic approach is enhancing the overall brand image and translating into a tangible boost in product sales.
- Adopting a meticulous and detail-oriented approach in every design phase, I am contributing to a remarkable improvement in overall packaging aesthetics. By focusing on the finer points, I am elevating the visual impact of our packaging, leaving a lasting impression on consumers.
- Spearheading the redesign of takeaway boxes for LAVO London, I am working on achieving a significant increase in customer satisfaction and positive feedback. Through modernization and enhancement of existing packaging concepts, I am not only meeting but exceeding customer expectations, leaving a lasting impression on their dining experience.

◆ Sep 2023 - Sep 2023 - Volunteer - Contract London Design Festival

Objective : To contribute my passion for design and creativity, along with my strong organizational and communication skills, to the London Design Festival

- As a design-focused volunteer at LDF, my role transcends mere assistance; it embodies a commitment to enshrine the festival as a beacon of design excellence. I am an advocate, a curator, a conductor, and a storyteller – a multi-dimensional presence contributing to the rich tapestry of design culture that defines the London Design Festival.

◆ Jan 2021 - Jun 2023 - Co-Founder - 2 yrs 6 mos Creative Director - Bonheur Designs

Objective : During the lockdown, I and a group of friends founded "Bonheur Designs," a design studio aimed at collectively gaining industry experience.

- **Strategic Brief Analysis:** Meticulous scrutiny of design briefs facilitated an incisive comprehension of project requisites, forming the bedrock of our creative process.
- **Cognitive Visualization:** We engaged in the art of ideation, crafting imaginative visual narratives that transcended mere aesthetics, resonating with multiple brand identities.
- **Media Versatility Testing:** The versatility of our creations was assessed rigorously across an array of media, ensuring their seamless adaptation and compelling resonance.
- **Holistic Business Governance:** Our purview extended beyond design, encompassing adept management of business affairs, entailing leadership orchestration and financial stewardship.

◆ 2022 - FREELANCING Freelance

- Designed logos for an independent ed-tech company & an Indian classical dance studio both based out of the USA.
- Designed brand collateral for various cosmetic brands, law firms and real estate firms by designing marketing collaterals, including visiting cards and letterheads, etc.
- Worked on developing a perfume brand's customer handbook with realistic product presentation by using my virtual modelling expertise.

◆ June 2022 - Sep 2022 - SYSKA LED - 3 Months Industrial and Product Design Intern

Objective: during my internship period of 2 months at syska LED, I was exposed to the functioning of a large-scale company. It helped me develop a comprehensive understanding of the processes from design to manufacturing

- **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:** I was tasked with the upcoming branding initiative for a women's hair curling iron, which encompassed designing the graphics for the packaging and creating corresponding social media posts.

◆ Mar 2020 - July 2020 - Indian Magic Eye Graphic Design Intern (Summer Internship)

Objective : During the early years of my college, I decided to undertake a 5-month summer internship at Indian Magic Eye, driven by my ambition to establish a strong portfolio from an early stage. Combining my deep passion for graphics and a desire to learn, I seized the opportunity amidst the lockdown to embark on this journey of honing my skills in graphic design.

- Collaborated on diverse projects for 'Core Essence,' crafting logos & labels. Designed lobby displays for Redo, showcasing brand offerings effectively. Created memorable logo for Pausenbrot bakery, capturing its essence.

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