

# RUCHA NENE

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## EDUCATION

**Master of Arts in Design Management** | Savannah College of Art and Design, USA Sep 2025 – Mar 2027  
Cultivating strategic thinking and research skills to build a T-shaped profile bridging design and business

**Bachelor of Design (Product Design)** | Unitedworld Institute of Design, India Jun 2020 – Jun 2024  
First Class with Distinction; led a 15-member installation design team at CREA 3.0 Product Design Fest (Nov 2022); managed cross-functional teams through 9 modules spanning product development, research techniques, and system design

## EXPERIENCE

**Jade Design Q** | Mumbai, India Jan 2025 – Aug 2025  
*Product Designer*

- Led 16 luxury lighting projects from initial enquiry and on-site research to final installation, translating client needs into bespoke lighting solutions, contributing to a portfolio of 70+ projects
- Spearheaded the launch of the *Stripes and Shadows* collection, featuring alabaster decorative lighting products
- Developed visual design assets, including logos and branding collaterals, as part of creating a new brand identity

**Name Place Animal Thing** | Mumbai, India Dec 2023 – Apr 2024  
*Product Design Intern (Graduation Project)*

- Conducted market, competitor, and primary research, interviewing leading designers and architects to identify trends and synthesizing insights into CMF directions and moodboards for new product development
- Revamped the company website with clear UX copy and SEO, driving online engagement by 45%+
- Designed and launched a collection of luxury wall lights, from user research and ideation to execution and commercialisation
- Oversaw end-to-end product orders and vendor coordination for 5+ client-facing multi-material lighting installations

**The Mend Packaging** | Mumbai, India Jul 2023 – Dec 2023  
*Freelance*

- Researched sustainable materials, creating 10+ structural packaging concepts and mock-ups using eco-friendly options
- Streamlined takeout packaging design using newspapers, prototyped by Indian women to promote economic independence

**Godrej Interio** | Mumbai, India Jun 2023 – Sep 2023  
*Product Design Intern*

- Curated 25+ visual mock-ups, collating Interio products with popular finishes and accessories to visualise customer interiors
- Researched and analysed trends in interior design, presenting insights to senior designers and design managers
- Contributed to new product development through brainstorming and user testing of a birthing bed in the B2B healthcare sector

## PROJECT EXPERIENCE

**Research Methodologies** | Unitedworld Institute of Design, India Sep 2021 – Nov 2021  
*Team lead*  
Led a team of four in publishing a research paper titled 'Understanding the Effects of Natural Surroundings on Children,' featured as Ch 13, page 232 in Design Research Case Studies by IAAR (International Alliance of Academicians and Researchers) in June 2022, incorporating quantitative research and ethnographic observations

## SKILLS

### Online Courses

IBM Design Thinking Practitioner; Emotional Design and Design Psychology Masterclass, Building Habit-Forming Products with Nir Eyal (Udemy); 3D Printing, Furniture Design with Rhino, Design Research, Emotional Design (LinkedIn Learning); Social Psychology (Coursera); UI/UX Design (My Captain); SCADAMP (storytelling certification by SCAD)

### Technical Skills

Adobe Creative Suite, Rhinoceros 3D, Keyshot, Figma, Procreate, Miro, Solidworks, Fusion 360, AutoCAD, Ultimaker Cura, Zotero

## ACHIEVEMENTS

- Secured Indian Design registrations (June 2022) from the Office of Intellectual Property India, for four projects: '*Bangle Holder*', '*Herb Planter*', '*Coffee Machine*', and '*Baby Product Steriliser, Washer and Dryer*'
- Awarded a full merit-based scholarship for a 10-week intensive Offsite Program Certification (Jun 2024 – Aug 2024) by Advanced Design, guided by 7 industry professionals covering user experience design, identity building, and design strategy