

RUCHA NENE

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<https://www.ruchanene.com/>

EDUCATION

Unitedworld Institute of Design, Karnavati University

Gandhinagar, India | 2020 - 2024

Bachelors of Design (Product Design)

First Class with Distinction; led a 15-member team as Installation Design Lead at CREA 3.0 Industrial Design Fest (Nov 2022); managed multicultural, multiskilled teams through 9 modules covering topics across design thinking, ergonomics, product design, research methods, and system design

Smt. Sulochanadevi Singhanian School (ISC)

Mumbai, India | 2018 - 2020

Higher Secondary

Aggregate: **91.6%** (Top 50), International exposure through a cultural exchange programme in Denmark

Smt. Sulochanadevi Singhanian School (ICSE)

Mumbai, India | 2012 - 2018

Secondary

Attained **97%** (Top 8); Kailashpat Singhanian Gold Medal nominee for all-round excellence; 'A' grade in state-level drawing exams

EXPERIENCE

Name Place Animal Thing

Mumbai, India | Dec 2023 – Apr 2024

Product Design Intern

- **Designed a collection** of 6 pendant lamps and wall sconces, **with one sconce implemented in a Mumbai home** as selected by an interior designer; others set for brand launch
- **Single-handedly redesigned the company website** on Wix Studio, incorporating video edits, sections for awards and collaborations and improving SEO to enhance user experience and strengthen brand identity
- Developed a social media strategy by designing a template to establish a consistent brand aesthetic and creating 20+ Instagram posts, **boosting engagement by approximately 35%.**
- Managed product orders, coordinating with vendors from production to dispatch to ensure smooth operations, while contributing to **5+ client-facing custom lighting projects**

Godrej Interio

Mumbai, India | Jun 2023 – Sep 2023

Product Design Intern

- **Curated 25+ visual mock-ups** showcasing customer experiences, collating Interio products with popular interior finishes and accessories focusing on living rooms and bedrooms in B2C
- Conceptualized headboards using existing bed and panel dimensions with available colour, material, and finish options
- Participated in brainstorming sessions for new product development and conducted user testing for a birthing bed in the B2B healthcare sector

The Mend Packaging

Mumbai, India | Jul 2023 – Dec 2023

Freelance

- Designed over **10+ structural packaging concepts and mock-ups** for clients utilising sustainable materials like Kappa board
- Streamlined the design process for a **takeout packaging project**, using newspapers as a resource and glassine sheets, with prototyping carried out by women in Hyderabad, providing them with **economic independence**

ACHIEVEMENTS

Indian design registrations granted

Jun 2022

Secured Indian Design registrations from the **Office of Intellectual Property India**, for four projects: '*Bangle Holder*', '*Herb Planter*', '*Coffee Machine*', and '*Baby Product Steriliser, Washer and Dryer*'

Publication

Jan 2023

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)

Offsite Program (Advanced Design) certification

Jun 2024 - Aug 2024

Awarded a **full merit-based scholarship** for a 10-week intensive Offsite Program, guided by 7 industry professionals and covering 6 key courses: *Design for Manufacturing*, *Design and Business*, *Real-World Sketching*, *Workflow*, *Identity*, and *Design Discourse*

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)

Technical Skills

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

EXTRA-CURRICULAR

- Volunteered as an event coordination assistant at Ahmedabad Design Week, ensuring smooth execution of schedules; gained insights from leading designers and business owners (Jan 2022)
- Raised INR 20,000 contributing to a crowdfunding campaign by 'Fueladream' to empower adolescent girls from poor homes with sanitary napkins and hygiene products (Apr 2019 – May 2019)
- Actively networked through design community meetups, including Young Designers India (YDI) and the Association of Designers of India (ADI).
- Certified classical Kathak dancer; achieved merit in four Gandharva Mahavidyalaya exams.