

Devanshi Mehra

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Education

ArtCenter College of Design

/ MS Industrial Design

Sept'18 - Dec'20

UnitedWorld Insitute of Design

/ BVA Product Design

July'12 - Jan'17

Skills

Product Development
Product Strategy
Futures Study
Trends Research
Rapid Prototyping
Qualitative Design Research
User Research and Testing

Tools

Rhinoceros 3D
Solidworks
Keyshot
Sketch
Flinto
Unity
Adobe CC (Id / Ai/ Ps / Xd)

Languages

English (Professional proficiency)
Hindi (Native proficiency)

Recognition

Core77, Strategy and Research /Student Winner
2020

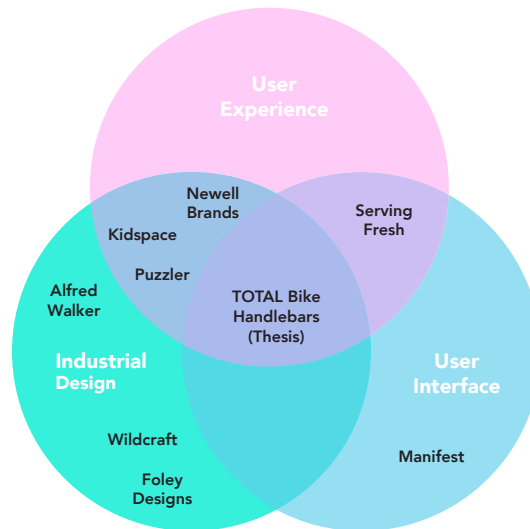
IDEA Finalist, Student Designs
2020

ArtCenter Department Merit Scholarship
2018-2020

Autodesk's PATH Global Design Challenge/Winner
2017

Campus Diaries 25under25, Art & Design/Winner
2016 / India

MIT Media Labs - Design Innovation Workshop
2015 / India



Experience

Infinite Options / UX Designer

Aug'20 - Present / US

Designed the UX and collateral for Serving Fresh, a digital platform that bridges farmer's market and home deliveries. Designed the brand identity, business cards, mobile app, website and other collateral for marketing.

App available on Google play and Apple Store.

Newell Brands / Industrial Designer

Jan'20 - April'20 / US

To enable FoodSaver target a new market of young, eco-conscious consumers with different behaviours than the originally targeted Boomers, we designed a sustainable food storage system to replace plastic, increase product life and reduce waste. (Sponsored Project at ArtCenter College of Design)

Kidspace Children's Museum / Industrial Designer

Sept'19 - Dec'19 / US

In order to increase public engagement at the museum, we designed, prototyped and play-tested a system of costumes, props and prompt cards to enable pretend play around the storyteller studio at Kidspace.

Freelance Designer

Feb'17 - Aug'18 / India

Worked with a couple of clients to design books and product catalogues.

Consulted with a start-up called Woomer, developing multi-purpose baby carry cots on CMF, product SKUs and developed teaser videos to attract investment and study customer reaction.

Foley Designs / Design Intern

Feb'16 - July'16 / India

As part of developing proposals for better designed public utilities under the Swachh Bharat Mission, I designed a system for prefab public toilets that could make sustainable income for maintenance of these utilities by integrating advertisement billboards as part of the structural design.

Wildcraft / Design Intern

June'15 - July'15 / India

Designed prints for four of their lines of bags which included concept generation for themes, pattern making and defining the SKUs. These bags were released in the Indian market in 2016.