

Simi Sanghavi

Industrial Designer
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A Product and Industrial Designer from Parsons School of Design, New York.

My designs strongly focus on user experience and sustainability. Inspired by the warmth of Indian culture, I take a contemporary approach to create a memorable connection between the product and the user. When I am not working, I love to cook, travel and learn new handicrafts.

Education

Parsons School of Design, 2017- 2022

Major: Product Design
Minor: Data Visualization
GPA: 3.87/4 (Dean's List)

Studio Arts College International, Florence, (Summer School, 2018)

Jewelry Design, Grade A
Batik, Grade A

Skills

Project Skills

Concept sketching, Prototyping, 3D modeling, 3D printing, CNC Machining, Wood working, Mold-making, Casting, Ceramics, sewing, Metal fabrication, Laser cutting, Jewelry construction, Batik, Photography, Film-making and Calligraphy

Digital and Visual Softwares

Microsoft Office, Photoshop, Illustrator, InDesign, Premiere, Procreate, Autodesk SketchBook, SolidWorks, Rhino, Fusion 360, Keyshot, Figma, HTML and CSS

Soft skills

Creative and Critical thinking, Communication, Collaborative approach and an eye for details

Experience

Design Residency at Network of Creative Thinkers, Panchgani, Spring 2021

Part of their in-house project, GrowTribe, based on urban growing:
Extensive User Research, Ideation, Prototyping, and CAD Modeling
App Wire-framing and Visual Design

Industrial Design Intern at The Estee Lauder Companies Inc., Summer 2020

Worked on projects under the Packaging and Innovation Team at R&D-
Primary packaging for liquid bronzer and Applicator for liquid foundation:
Design thinking and innovation- ideation and concept sketching
CAD modeling and rendering

Product Design Intern at Judy Ross Textiles, Spring 2020

Rendered and designed textile artworks for the Spring Collection along with supporting the regular business

Student Assistant at The Making Centre, Parsons School of Design, Fall 2019

Enforcing policy and procedures in open work spaces
Distributing and collecting hardware tools from the resources station

Product Design Intern at Souda, Summer 2019

3D modeling and prototyping, mold-making and casting of products
Graphic design, market research and creating a database of potential clients
Assisted the team in setting up their stall at ICFF exhibition in New York, 2019

Extra Co-curriculars

Mentor at IDSA Interact, The New School, March 2022- Present

A mentorship program that connects upper and underclassmen to guide them in different areas of industrial design.

Rock Dhokra Workshop at Devrai Art Village, Panchgani, January 2021

A 10 day intense workshop learning Rock Dhokra, a handicraft that fuses metal work with stones, from the local adivasi craftsmen.

Art Fund Director at Parsons Student Senate, January-December 2019

Allocating the fund towards individual student projects
Assisting incoming applicants and conducting interviews
Orchestrate the Parsons Gala in April 2019

Awards and Exhibitions

Outstanding Contribution to the School of Constructed Environments, Parsons School of Design, 2022

Undergraduate Finalist for IDSA Student Merit Awards at The New School, 2022

Parsons Student Senate Gala Exhibition, 2019

Project- Ujala, selected for exhibiting by the committee

Honorable and Appreciated at the IES Student Lighting Competition, 2019