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| Education                    | <p><b>INSEAD Business school, France.</b> Terms 3 &amp; 4 in the MBA program as exchange student, 2011</p> <p><b>Art Center College of Design, USA.</b> M.S. in Industrial Design, 3.6/4.0 GPA, 2009 - 2011</p> <p><b>Hochschule Pforzheim, Germany.</b> Exchange student in Product Design, 2006</p> <p><b>National Institute of Design, India.</b> Product Design graduate diploma, 8.2/10.0 GPA, 2002-2006</p> <p><b>Senior school certificate exam, India.</b> Central board of secondary education, A1: Top 1/8th, 2002</p>  |
| Professional experience      | <p><b>Nestlé Research Center, Switzerland.</b> Packaging innovation Intern, 2012 May-Present<br/>Worked with scientists to translate new research &amp; technology into actionable opportunities for existing Nestlé business' that fit the brand, the market, target consumer needs and operations. *</p> <p><b>Nestlé, USA.</b> Research and Development Intern, 2011 Aug-Dec<br/>Researched work flow in R&amp;D, interviewed employees to design a method to integrate Life Cycle Assessment (LCA) to decision-making before &amp; during product development. *Currently working on implementation &amp; increasing the scope to other verticals such as consumer and retail communication.</p> <p><b>3M, Singapore.</b> Design Consultant, 2012 Apr-June<br/>Reframed a new film technology innovation to draw interest from automobile manufacturers in India.</p> <p><b>Crispin Porter + Bogusky, USA.</b> User experience Intern, 2012 Jan-Apr<br/>Mapped brands' ecosystems to identify gaps, create potential touch points and design strategies for wholesome user experience and brand engagement for Arby's, Old Navy and Applebee's.</p> |
| Academic experience          | <p><b>American Red Cross, USA.</b> Sponsored project, 2010 Aug-Dec<br/>Researched American Red Cross' system of resource streams, organization structure, and activities to propose a new system for raising awareness through Emergency response vehicles to increase donation. Several features chosen to enter implementation phase for disaster preparedness and response.</p> <p><b>National Institute of Design, India.</b> Associate Faculty to Transportation Design, 2009 Jan-Jun<br/>Teaching responsibilities for Foundation design process and Basic product design, Coordinated and conducted research project for Mumbai suburban railway for the design of train compartments.</p>   |
| Industrial design experience | <p><b>TVS Motorcycle Company, India.</b> Industrial Designer, 2007- 2008<br/>Worked for the motorcycle brands Apache RTR and TVS flame. Other responsibilities included: User research and testing with marketing, Vendor management, Creating concept vehicles for the future. Initiated the concept hybrid-scooter: Qube, showcased at the 2008 Auto show in New Delhi.</p> <p><b>LG Electronics India Limited, India.</b> Industrial Design intern, 2006 Mar-Sep</p>   |
| Leadership and Awards        | <p>ACSG- Art Center Student Government   Committee for student concerns   2009-10</p> <p>Student Merit Award: scholarship   Art Center College of Design   2009-11</p> <p>Best two-wheeler award: Qube   by Overdrive Magazine at Delhi Auto Show   2008</p> <p>Exhibited at Williamson gallery   Adya pregnancy risk assessment kit   Jan-May 2011</p> <p>Outstanding scholarship and achievement award   American Alumni Association   2009</p> <p>Merit certificate for Science for being in the top 0.1% of successful candidates   CBSE, India   2000</p>  |
| Tools & Skills               | <p>Innovation: Structured methods for innovation through research, creativity generation &amp; presenting ideas in a holistic way through graphical, physical or digital objects. Blue-ocean strategy. Trends &amp; Future studies.</p> <p>Design: Rapid freehand sketching, Photoshop Visualization, Prototyping, Model-making, Solidworks.</p>  |
| Personal                     | <p>Language: Native fluency in English, Tamil, Hindi. Beginner in French</p> <p>Nationality: Indian</p>   |