



RUCHI SHAH

INDUSTRIAL DESIGNER

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I'm a 4th year Student at the National Institute of Design, MP, pursuing Industrial Design.

Simple, Subtle, Functional & Appealing is my mantra to a good design. Design for me is the amalgamation of using existing resources and principles to create new and lasting solutions. I feel very passionate about making user-friendly, cost-effective and simple products and furniture.

EDUCATION

- **National Institute of Design, Madhya Pradesh**
Bachelor of Design,
2020 - Present
- **Ahmedabad International School**
Primary, Secondary & Higher
Secondary Education,
2008 - 2020

SKILLS

- 3D Modelling & Rendering
- Sketching & Illustrations
- Design Research
- Prototyping
- Design Thinking
- Team Work & Collaboration

SOFTWARE

- Rhinoceros
- Keyshot
- Autodesk Autocad
- Figma
- Grasshopper

EXPERIENCE

- **Tectona Grandis Furniture, May - July 2023**
Developed a deep understanding of the design process, material selection, ergonomics, and design principles.
- **Mahalaxmi Fabric Mills & Export House, August 2021**
Understanding the process of designing, manufacturing and packaging bedsheets, blankets & pillow covers for export.

ACHIEVEMENTS

IE, Venture Day, Mumbai, November 2018

Cleared Round 1 for Project Drunk in Junk - A sustainable business plan that produces paper bottles and containers

FIPSA, Mumbai, May 2023

Group project by team Avinya, consisting of 3 other members won a Consolation Award under Students category for Responsible Packaging

KEY PROJECTS

Benchmark

A bench for educational institutes to encourage the concept of outdoor working & other recreational activities.

Bottle-Ke-Baad

A PET bottle recycling service that allows users to dispose their PET bottles responsibly.

Buzzle

A three-dimensional transportation puzzle for able-bodied and visually impaired children.