

# Arpit Jasuja

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## Basic Information

### Graduation | July 2012 - January 2017

MIT Institute of Design | Pune, India

Graduate Diploma in Product Design.

### Birth

4th March, 1994, Chandigarh, India

### Languages

English, Hindi, Punjabi

## Skill-Set

### Efficiency in:

Planning, Wireframing, UI-Prototyping, UX Writing, Visual Communication, Interaction Design, Problem-Solving & Concept Development.

### knowledge of:

Design Principals, Design Elements, Design Sprints, Heuristics & Archetypes.

## Tool-Kit

### 2D

Adobe After Effects, Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Adobe Premiere Pro, AutoCAD, Corel Draw, Figma, Sketch (beginner), Sketchbook Pro.

### 3D

Autodesk Fusion 360, Catia, Google Sketch Up, Keyshot, Rhinoceros 3D, Solidworks.

### Others

Arduino, Wordpress (beginner).

## Focus

User Experience, Product Usability, Macro & Micro Interactions.

## Work

### UX Designer & Researcher | March 2019 - present

Grarri | Hyderabad, India.

- Created UX flows for clients like Vigiland, Foyr & Panasonic.
- Deeply studied and analysed the Real-Estate market and buying behaviour for an internal project.
- Took a dip into Inbound sales and digital marketing.

### Associate Designer | May 2017 - Feb. 2019

Bodmas | Bangalore, India.

- Designed a vast nature of projects including Furniture, AR Toys, Hand Tools, Modular Jewellery, packagings for startups.
- Did networking and assisted agile Problem-Solving workshops.

### Freelance Designer | Feb. 2017 -April 2017

Chandigarh, India.

- Designed product Packaging for PinkDuck in Hyderabad, India.
- Modified Photocolrimeter & Biochemistry analyser for INCO, India.

### Self-Initiated Project | July 2016 - Dec. 2016.

Chandigarh, India.

- Developed an all-weather Hybrid Air-Cooler for lower economic groups in India as my graduation project.

### Industrial Design Intern | Aug. 2015 - Dec. 2015

Kotkar Energy Dynamics Pvt. | Pune, India

- Analysed chassis, modification clauses & automotive industry standards.
- conceptualized a retrofitted assembly, easily compatible with Hero Maestro, Hero Pleasure, Honda Dio & Honda Activa. Reduced drag and improved manoeuvrability.
- It will Improve confidence in the driver, with a sense of pride and comfort.
- Enhanced ergonomics for the pillion passenger.

### Industrial Design Intern | June 2015 - July 2015

Art.lite Illuminations | Delhi, India

- Optimized and standardised similar inventory to reduce production cost & confusion to save assembly line setbacks.
- Designed a range of 3 commercial light fixtures.
- Improved product quality by Reducing tolerance between moving parts & introducing better mechanisms.
- Experimented & devised multiple solutions to improve passive heat-dissipation.