

AARUSHI TALESARA

INDUSTRIAL DESIGNER

CONTACT

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Brooklyn, New York

EDUCATION

BACHELOR OF INDUSTRIAL DESIGN (BID)

May 2024

Pratt Institute - Brooklyn, NY

GPA: 3.91

HONORS:

President's List: 2020-Present

2024 Rowena Reed Kostellow Student Award Nominee

EXPERTISE

STUDIO SKILLS

- User & Market Research
- Ideation & Sketching
- Prototyping
- 3D Modeling & Rendering
- Technical Drawing
- Graphic Design

COMPUTER SKILLS

- Solidworks
- Keyshot
- Blender
- Procreate
- Adobe Creative Suite
- Google & Microsoft Suite

PROFILE

Aarushi is a passionate designer who places humanistic values at the forefront of her work. With a focus on intentionality, elegance, and warmth, she crafts products that not only serve a purpose, but also deeply resonate with users. Drawing inspiration from her rich heritage, she infuses cultural elements into her designs, creating unique and meaningful experiences. Driven by a constant desire to cultivate her skills and collaborate with others, she hopes to shape the future of design with her creativity and empathy.

EXPERIENCE

February 2024 - March 2024

FREELANCE STUDIO ASSISTANT - ANALIA SEGAL STUDIO

3D modeling and rendering services for artist and professor, Analia Segal

- Produced 3D models and scale renders, offering insights into spatial dynamics and actualization of Analia's creative vision for a planned art installation
- Facilitated communication with 3D printing partners, ensuring precise execution and production of designs

SELECTED PROJECTS

September 2023 - December 2023

2024 KIKKERLAND DESIGN CHALLENGE

Objective: Design a product for book lovers

- Fabricated two market-ready prototypes: a flexible book stand and set of bookends for cookbooks
- Cookbook Ends is **currently in production at Kikkerland** and will be sold in Barnes & Nobles stores nationwide
- Presented projects in front of Barnes & Nobles CEO and founder of Kikkerland, receiving honorable mention titles for both designs submitted

September 2022 - December 2022

RITUAL COSMETICS

Objective: Design a lipstick for visually-impaired users

- Conceptualized and developed an inclusive lipstick with a strong brand identity for visually-impaired users
- 3D modeled, printed, and tested several prototypes of final product
- Designed and produced a flat-pack visual merchandising display for retail environments