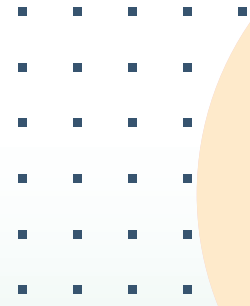


ARUSHI CHOUHDARY

Graduate New Media Design Student at NID
Interested in designing meaningful digital journeys for people



education

National Institute of Design, Gandhinagar
Master of Design (New Media Design) 2019-2022

IIT Jabalpur
Bachelor of Design 2019

experience

Experience Design Intern, Replenish Earth
Sept 2020 - October 2020

- designed and curated a virtual spatial one-week event for New York Climate Action Week on Gather.town
- developed AR filters as part of an online campaign

Design Intern, Empathy Design Labs Bangalore
June 2018 - March 2019

- did research to understand the target audience of a new wearable device for pregnant women. The insights directly informed the product design
- logo (trademark)
- strategised to introduce the product in the market
- product packaging and user manual with user feedback and testing
- information cards as part of product ecosystem

Communication Design Intern, IIT Delhi
Dec 2017

- logo design and website benchmarking

contact

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skills

Software

Adobe Creative Suite, Unity3D, Spark AR, Figma, Solidworks, Cinema 4D, Adobe XD

Design Research

Conducting and developing field guidelines and research methodology, Workshop Design, Insight gathering, Opportunity mapping

Methods & approaches

Task Analysis, User Testing, Idea Sketching, User flows, Storyboarding, Concept sketching and development, Opportunity mapping, Visualization, Rapid prototyping

achievements

- Winner at Designathon & Design Inspire Conference 2020 by ValueLabs
- 1 of the 7 selected participants at 'Fourth Dimension and Tesseract' workshop at the media art festival DeConfine presented by Alliances Françaises in India, Bangladesh, Nepal and SriLanka
- Finalist at Design x Social 2020 by UXIndia
- Runner up at Jugaad 2018 by The Walking School Bus for the Textbook Redesign Project
- Runner up for Udaipur Smart City Challenge 2016
- Logo for the Techfest of NIT, Goa

projects

Speculating human-machine relationship (ongoing)

Imagining interactions in a world where ethics of care transcend human-machine relationship

Hear Me Out

Experience of data audiolization of popular twitter hashtags

Concept for English Textbook

A concept of Grade 1 english textbook that affords self-revision

We Study

An online classroom platform to meet the needs of primary school children

TrailBlazer

A solution (app+wearable) to rekindle the relationship between children and nature

