

Nitesh Kashyap

Designer | Researcher | Strategist

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Education

Master of Fine Arts – Industrial and Product Design (2018 – 2021)

Savannah College of Art and Design, Savannah, USA

Bachelor of Arts (Honors) - Communication Design (2012 – 2016)

Pearl Academy, New Delhi, India

Project Experience

Industrial Designer & User Experience Researcher

M.F.A Thesis, (7 months solo project / 2020 - 2021)

- Conducted primary and secondary research using methods like conducting interviews, surveys, video observations, shadowing observation to collect research data.
- Synthesized research data to establish design criteria's and design frameworks to guide the design development process to generate ideas and concepts.
- Designed an inclusive design solution (physical and digital product) that enables visually impaired individuals to shop independently by enhancing their shopping experience.

Lead Product Designer & User Experience Researcher

SCAD STARTUP, (STARTUP challenge/ 2019)

- Collaborated with designers and lead the product design aspect of the team to develop a smart home device for elderlies and developed a business model for the STARTUP.
- Conceptualized and designed a non-invasive AI home system that can help bridge the gap between elderlies and their families.

Work Experience

UX/UI Designer + Researcher

Freelance, (Jul 2021 - present)

- Working on the UX/UI design and development of a consulting tool to evaluate organizations, teams, and individuals on their design responsibility in terms of their processes and procedures.

Industrial Design Mentor

Unpaid Self-Volunteer, (Apr 2021 - present)

- As a mentor, I am a resource for SCAD industrial design graduate and undergraduate students to help guide them in addressing the underlying academic, personal, and social issues that impede their potential success.

Industrial Design

Freelance, (May 2021 – Jul 2021)

- As an Industrial designer I worked in collaboration with a college friend to design charcuterie boards for a client's e-commerce website.

Graduate Mentor

Savannah College of Art and Design, (Jun 2019 – Dec 2020)

- As a graduate mentor, my role was to guide graduate and undergraduate students on an individualized basis to address the underlying academic, personal, and social issues that impede their potential success.
- Alongside helping students academically, had to provide direction and advice on how to create work-life balance and share success strategies such as time management, organization, goal setting, and self-advocating skills.

Teaching Assistant

Savannah College of Art and Design, (Jun 2020 - Aug 2020)

- Assisted Professor to facilitate Product design class, assisting with in-class interaction and engagement with the student.
- Kept track of students learning by being a proactive support system for the student to aid them by helping them understand 3D modeling product design software Rhino, providing feedback and resources to aid with their in-class learning.

Visualiser

Chaos design, Gurgaon, India (Jul 2016 - May 2018)

- Worked as an interdisciplinary designer where I had to wear multiple hats based on projects as Art Director, Communication/Graphic Designer, and Design Lead.
- Managed and collaborated with cross-functional teams—design, content, and strategy team to design impactful digital and physical communications from ideation to execution within deadlines.
- Developed and presented creative designs and strategies based on user research and analysis for various client companies like tea, lifestyle, energy, and finance. Worked with different mediums (digital, Web, print, motion graphics, space design) based on project requirements to design solutions and experiences that can fulfill the Client's needs.

Assistant Graphic and Communication Designer

Loco design, Gurgaon, India (Jun 2016 - Jul 2016)

- Developed fresh communication ideas and visual concepts to create advertising campaigns.
- Designed professional and innovative websites to promote the brand by understanding brand positioning, marketing strategies, and target audience.

Skills & Tools

- Design Thinking
- Problem-Solving
- Human-Centered Design
- Design Research
- Design Strategy
- User Research and Analysis
- Concept Development
- Idea Visualization
- User Experience Design (UX Design)
- User Interface Design (UI Design)
- Product Design
- Industrial Design
- Visual Design
- User testing
- Prototyping
- 2D & 3D Modelling
- 3D Rendering
- Art Direction
- Branding + Identity
- Storytelling
- Design Management
- Leadership
- Entrepreneurship
- Mentoring
- Team Player
- Self-motivated
- Photography & Videography
- Adobe XD
- Figma
- Canva
- Miro
- Rhino
- Solidworks
- Autodesk Fusion 360
- Keyshot
- Cinema 4D
- Adobe Creative Suite
- Microsoft Office Suite

Awards & Exhibits

- **SCAD Achievement Grad Scholarship** (Savannah College of Art & Design / 2018- 2021)
- **CRLA Certified Mentor** (Savannah College of Art & Design / Dec 2020)
- **Immersive Video Art** exhibited for **“No Palindrome”** art show curated for **“The wrong biennale 2020”** (New York / Feb 2020)
- **“Most Innovative Project Award”** (Pearl Academy / 2016)
- **“Pearl Excellence Award”** (2015-2016)