

# Kavya Bhavaraju (she/her)

Human-Centered Thinker | Industrial & UX/UI Designer | Production Engineer | Storyteller

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## Work Experience

### Client Projects

**Capstone Project** | Shuchi | Human-Centered Industrial Design Apr - Dec 2020

Created a product for use in public restrooms in India to create better experiences around menstruation for both menstruators and janitors that need to clean these spaces. A solo project, starting at research and going up to product development.

**JioBit** | Child Safety Device | Product Design and Delivery Apr - Jun 2020

Conducted extensive user research with parents of children aged 5 to 13, identified white spaces in child safety and generated product roadmaps for JioBit. Developed physical and digital product concepts and business models to launch these solutions.

**Procter & Gamble** | e-Commerce Shipper | Human-Centered Industrial Design Sep - Dec 2019

Designed and developed a sustainable and economical alternative form of secondary packaging for e-commerce. Performed ethnographic research with 8 varied consumers. Used frameworks like journey maps to identify pain points and requirements. Iterated with over 15 prototypes to finalize design requirements and service models to define the complete experience.

### Internships

**Axiom Consulting** | Industrial Design, Interaction Design Jul - Sep 2020 | May - Jul 2017

Worked on cross-functional teams designing solutions for various clients. Involved in product and packaging design for India's leading food companies for one of their popular biscuit brands. Did market research, product background studies, and conducted surveys to gather user data. Conducted brainstorming sessions with cross functional teams. Created concepts and concept designs. Was also involved in the UX and UI design of the supporting app design.

### Teaching Assistantships

**Northwestern University** | Teaching Assistant, Designing Your Life Jan - Mar 2021

Taught by Profs. Kim Hoffmann and Chris Naunheimer. Assisted in course material based around the book 'Designing Your Life', by Bill Burnett and Dave Evans.

**Northwestern University** | Teaching Assistant, Industrial Design Projects Jan - Jun 2020

Taught by Prof. John Hartman. Helped lead a studio class for undergraduate students doing projects in Industrial Design.

**Segal Design Institute** | Session Captain, Corner Makery Sep 2019 - Mar 2020

Led information and training sessions on 3D printing and milling machines at Corner Makery - a rapid prototyping lab in the Segal Design Institute at Northwestern University.

## Education

**Northwestern University** | M.S., Engineering Design Innovation Sep 2019 - Mar 2021

Initiated and contributed to several projects for both academic and corporate purposes. Applied principles of Human-Centric thinking, Design Research, Industrial, Interaction and Service Design, and User testing.

**National Institute of Technology, Trichy, India** | B.Tech. (Hons), Production Engineering Aug 2014 - May 2018

Studied Product Design, Manufacturing Technology, and Industrial Engineering. Headed Designers' Consortium - product design club, and SCIEnT, an alumni-funded innovation center. Acted in productions by the Thespians' Society - drama club.

## Skills

**Research** | Design Research, Ethnographic Research, User Research, Market Research, XMind, dscout

**Design** | Human-Centered Design, Design Thinking, Brainstorming, Information Architecture, Adobe Illustrator, Adobe Photoshop, Sketchbook Pro

**Prototyping** | 3D Printing, Rapid Prototyping, Foam Core Modeling, Wireframing, SolidWorks, Blender, Figma, Balsamiq, Axure RP, Adobe InDesign, Adobe XD

**Engineering** | Manufacturing Technology, Material Science, Additive Manufacturing, DFMA, Ergonomics