

AADRIKA GUPTA

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PROFESSIONAL SUMMARY

Second-year Industrial Design student at MIT ID Indore, Avantika University, seeking internship opportunities in product design, UX research, and sustainable innovation. Proven track record in leading cross-functional teams, managing design projects, and delivering user-centric solutions. Experienced in packaging systems, material exploration, and concept development with focus on wellness, accessibility, and environmentally conscious design. Strong analytical and problem-solving skills with passion for creating meaningful products that improve everyday experiences.

CORE COMPETENCIES

User-Centered Design	Project Management	Sustainable Design
Packaging Systems	Material Research	Concept Development
Design Thinking	Prototyping	Stakeholder Management
Problem Solving	Team Leadership	Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Team Lead – Genesis Industrial Design Day

Avantika University

October 2025 – November 2025

Ujjain, Madhya Pradesh, India

- Led a cross-functional team of 15+ members to successfully organize a university-wide industrial design exhibition that showcases 40+ student projects and attracts 200+ attendees, including industry professionals.
- Managed end-to-end project planning, resource allocation, and timeline coordination across 4 concurrent workstreams, ensuring 100% on-time delivery of all event milestones.
- Coordinated with 8+ faculty members and 5+ external industry partners to curate exhibition content and facilitate networking opportunities between students and design professionals.
- Implemented innovative booth layout design optimizing visitor flow and engagement, resulting in 30% increase in interaction time compared to previous year's event.
- Developed comprehensive project documentation and post-event analysis, establishing replicable framework for future annual design exhibitions

Design Intern – Organic India

Packaging & Material Innovation

April 2025 – May 2025

India

- Conducted comprehensive research on sustainable packaging materials, analyzing 20+ eco-friendly alternatives to reduce environmental impact of product packaging by 25%.
- Collaborated with product development and marketing teams to redesign packaging systems for 3 wellness product lines, improving user experience and brand consistency
- Developed 10+ packaging prototypes using iterative design process, incorporating user feedback from 50+ consumer testing sessions to optimize functionality and aesthetics
- Assisted in material exploration and supplier evaluation, contributing to cost reduction of 15% while maintaining quality standards and sustainability requirements.
- Created detailed design documentation and technical specifications for manufacturing teams, ensuring seamless transition from concept to production

KEY PROJECTS & DESIGN PORTFOLIO

Inclusive Accessibility Product Design

September 2024 – Present

- Designing user-focused accessibility solutions addressing needs of elderly and differently-abled individuals through extensive user research with 30+ participants
- Developed 5+ product concepts combining intuitive interfaces with analog technology, validated through prototyping and usability testing
- Applied design thinking methodology to identify pain points and create innovative solutions improving daily living experiences

Sustainable Wellness Product Development

January 2025 – March 2025

- Conceptualized and prototyped eco-friendly wellness product leveraging natural materials and minimalist design principles
- Conducted market analysis of 15+ competitor products to identify gaps and opportunities in sustainable

wellness space

- Presented design proposal to faculty panel, receiving recognition for innovative approach to environmental consciousness

ACHIEVEMENTS & LEADERSHIP

- Team Lead, Genesis Industrial Design Day 2025:** Successfully managed university's flagship design event with 200+ attendees and 40+ project showcases
- Academic Excellence:** Maintained strong academic performance while actively participating in 5+ design workshops and industry seminars
- Design Thinking Workshop Participant:** Completed intensive 3-day workshop on human-centered design methodology and rapid prototyping techniques
- Sustainability Advocate:** Initiated student-led initiative promoting circular design principles and sustainable material usage in academic projects

EDUCATION

Bachelor of Design (B.Des) – Industrial and Product Design **July 2024 – July 2028**
Avantika University (MIT ID Indore) Ujjain, Madhya Pradesh, India

- Currently in Second Year — Focus: User-Centered Design, Sustainable Innovation, Packaging Systems
- Relevant Coursework: Design Thinking, Material Science, Prototyping, Design Research Methods

Higher Secondary Education (10+2) – Science Stream **July 2021 – May 2023**
City Montessori School Lucknow, Uttar Pradesh, India

- Subjects: Physics, Chemistry, Mathematics, Computer Science

TOOLS & TECHNICAL SKILLS

Design Software: CAD Tools, Prototyping Software, Adobe Creative Suite, Sketching Tools

Project Management: MS Office Suite (Excel, PowerPoint, Word), Project Planning Tools, Timeline Management

Research & Analysis: User Research Methods, Qualitative Analysis, Market Research, Data Documentation

Technical Skills: Physical Prototyping, Material Selection, Design Documentation, Technical Specifications

Soft Skills: Team Leadership, Stakeholder Communication, Problem Solving, Creative Thinking