

ARUSHI SONI

INDUSTRIAL DESIGN STUDENT

ABOUT ME

I am an undergraduate student with a Bachelor's degree in Product Design. My approach is to create products with seamless integration of form and function, designed with the user in mind from start to finish. I am inclined towards developing innovative ideas and using data and user research to inform design decisions. My aim is to offer a user friendly experience through products and interfaces.

EDUCATIONAL TRAINING

Karnavati University
Unitedworld Institute of Design
Gandhinagar (Gujarat)

- Bachelor of Product Design (2020-2024)

Delhi Public School,
Vasant Kunj, New Delhi

- (10+2) Physics, Chemistry, Maths

EXPERIENCE

UI/UX INTERNSHIP/GRADUATION PROJECT AT IIT ROORKEE (DEC 2023- MAR 2024)

- Enhancing Disaster/Emergency Preparedness in High Rise Residential Societies by providing interactive training via game-based learning, AR evacuation simulations, and a reward system

UI/UX INTERNSHIP AT IIT ROORKEE (MAY 2023- AUG 2023)

- Designing wayfinding signages for Jaipur and Jodhpur cities
- Research study on 'Eye Tracking' in Visual Cognition

COURSES AND PROFESSIONAL CERTIFICATE

Udemy- Figma course: UI/UX Design Beginner to Expert

Coursera- Google UX Design Professional Certificate

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate

AICTE Course- IIT Bombay

- Introduction to Human Factor and Ergonomics

Elective- Interaction Design at UID

- Designed a Video Editing App

The Design Village, Noida (U.P) (2020)

- Workshop on 'Re-discovering Geometry'

ADW (Ahmedabad Design Week) (2020-2021)

- 2020 - Vocal for Local (Toy Theme)
- 2021 - Design and Innovation in Defence & Aerospace

ACHIEVEMENTS

- Silver Medal and Topper in User Interface Design, NPTEL Course- IIT Roorkee
- Silver Medal and Topper in Design Thinking- A primer, NPTEL Course- IIT Madras
- Silver Medal in Introduction to Interaction Design, NPTEL Course- IIT Roorkee
- Published a Research Paper-

Arushi Soni, Umang Shah, Varshin Vala, Arunachalam M (2023), Comparative Study of Chefs and Non-Chefs using Cognitive Ergonomics Approach in the Commercial Kitchen, ANVESAK, Vol. 53, No.5(I) (0378-4568), Pg 125-133

- Design Registration for "Chumbak inspired Table Lamp with Room Freshener"

- Design Registration for "Thermopulse- A Heating Pad with Vibrations"

SOFTWARE SKILLS

- Figma
- Balsamiq
- Adobe Photoshop
- Adobe Illustrator
- Adobe Sampler
- Rhinoceros 3D
- Luxion Keyshot

SKILLS

- Design Research
- Ideation Methodology
- Prototyping
- Wireframes
- Sketching
- User Research
- User Experience Design
- Empathy Mapping
- Usability Testing

PORTFOLIO LINK

<https://arushisoni2k.wixsite.com/arushisoni>

HOW TO REACH ME

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LANGUAGE

- English

- Hindi