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Location: Mumbai

KARUNA SINGH  
Industrial Designer

## Interests

Keen to work on experience oriented colour based projects.  
I love exploring forms and intend to design consumer centric products.

## Strengths

Colour and form | Research and Analysis | Conceptualization | Team work

## Education

Post Graduate in **Industrial Design** from National Institute of Design, India: '06

Graduate in B.Tech. (Computers) from Kurukshetra University, India: '02

## Achievements

Profiled as “Upcoming Talented Designer in India” by Elle Décor Magazine: Dec.'06.

“Ergonomic kitchen canisters”, in line for EDIDA Awards '06.

Got an opportunity to display craft products at International trade fair, 2007 in collaboration with DH&CI, Govt. Of Orissa, Bhubaneswar.

## Experience

### Design Researcher

CENTER FOR KNOWLEDGE SOCIETIES, New Delhi; Dec '09

Did ethnographic research to identify the financial behaviour of EKO ( mobile financial services) customers, challenges in the comprehension of the system, perception of customer around it.

### Design Consultant

CL PUBLICATIONS, Gurgaon; May '09 - Nov '09

Designed educational books for school children to encourage interest in self learning and making reading, learning more enjoyable.

### Research Associate

LIVING COLOURS, NID - ASIAN PAINTS COLOUR RESEARCH STUDIO,  
Bangalore; Sept '07 - April '09

Developed a range of insights that articulate colour associations in the Indian context by studying the origins of colour diversity and nuances it brings based on various social constraints.

Conceptualized workshop models to capture Indian sensibilities and perception of colour in home context.

### Assisting Faculty

NATIONAL INSTITUTE OF DESIGN; '08

Conducted courses Perception of colour | Colour and form | Elements of form for first and second year design batch at NID.

### Independent Design Professional

Nov '06 - Aug '07

Product development and diversification for "Lacquer craft" to grab the upcoming contemporary market, lifting the economic status of the craftsmen - DH&CI. Govt. Of Orissa, Bhubaneswar.

Designed logo for Sapient Laboratories | Janki eye hospital | Shivshakti Consultants Pvt. Ltd | Rao dental hospital | Bengali Spiritual magazine 'Dada Guru'

### Graduation Project

JAIPUR CERAMICS PVT. LTD., Jaipur; Aug '05-July '06

Designed a tableware range for an up market in-house brand 'neos'.

### Industrial Trainee

GRAFFITI (INDIA) PVT. LTD., Ahmedabad; Nov '04-Dec '04

Conceptualized the layouts of the bathroom with the use of tiles with the contextual study on Indian bathroom scenarios.

### Software skills

Adobe Photoshop | Adobe InDesign | Corel Draw | MS Office Suite | Autocad

### References

Shall be provided on request