

Kasturi Paranjpe

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Portfolio

www.kasturiparanjpe.com

Education



Bachelor of Architecture

2010-2015

V.I.T's Padmabhushan Dr. Vasantdada Patil College of Architecture
GPA - 3.6



Interaction Design Specialization

2017-2018

By Prof. Scott Klemmer
UC San Diego



Graphic Design Specialization

2018

By Prof. Micheal Worthington
California Institute of The Arts

Work Experience

Junior Architect • 2015-2016 Design Consultants Architects Pvt Ltd.

- Designed architectural, working and submittal drawings of residential and commercial projects.
- Created 3D models and presentation of the projects.
- User interaction documentation with systems for ERM Software.
- Brand and website Development for furniture startup.

Internship • 2014 Opus One Architects Pvt Ltd.

- Designed architectural, working and submittal drawings of residential and commercial projects.
- Created 3D models and presentation of the projects.

Volunteer • 2014

- Documented users and proposed urban design for 'Street for people' an urban design experiment.

Projects

Interaction Design - Checkout - The grocery billing app

- Designed the Checkout app to provide a tool for speedy checkout at grocery store for customers.
- Designed the interface by applying user behavioral and cognitive patterns.
- Designed features such as the expiry date alerts, meal planner and grocery donations
- Designed and analysed experiments for app with the help of R language.

Interaction Design - Wanderlist - The travel planner app

- Designed the Wanderlist app for enthusiastic travelers to offer custom travel plans based on their needs and priorities.
- Designed for different digital form factors such as watch, phone, tablet, desktop and digital wall.
- Proposed some innovative features like virtual cloth trials & real-time overview.
- Designed and analysed experiments for app with the help of R language.

Interaction Design - Piggy Bank - The money saving app

- Designed the app for the users so that they can do comparative analysis of their savings and will be able to maintain balance between savings and spendings.
- Designed rapid prototypes in InVision Studio.
- Conducted in-person user testing and online A/B testing.

Website Design - Older Adults organization

- Redesigned website for older adults group organization.
- Designed and implemented this website using HTML5 and CSS.

Graphic Design - Brand development for 'Next Roger'

- Developed a brand for my initiative 'Next Roger - Smart Tennis Ball'
- The tennis ball has a tracker and it will roll on its own to come back to the player if shot is missed.
- Designed the brand name - 'Next Roger' by studying the sport.
- Designed logo and typographic form by connecting them to functionality of the product.
- Designed the packaging, posters, hoardings and stationary.

Graphic Design- Visual narrative on Flamingo

- Formed visual story based on design research of Flamingo as a subject
- Created the representations from manual to digital techniques using wide range of materials.
- Created compositions considering scale, weight, figure/ground relationship, space and contrast.

Graphic Design- Logotype design for Silicon Networks

- Developed Logotype design for Silicon Networks working in fibre optics field.

Tools

Adobe Photoshop, Illustrator, InDesign, Adobe XD, Autodesk AutoCad, Revit, HTML5, CSS, Javascript, R, Trimble Sketchup, V-Ray, InVision

Project Skills

Interaction Design
Graphic Design
UX Design
Web Development

Video Editing
Audio Editing
3D Modelling
Data Gathering

Data Analysis
Interactive Prototypes
Wireframing
Spatial Designs