

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.

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.

Tools

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

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.

Website Design - Bay Area Older Adults

- Redesigned website for Bay area older adults group organization.
- Designed and implemented this website using HTML5, Javascript 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.

Architectural Thesis- Virasat

- Proposed learning center for rare Indian music instruments near a densely populated area with the hill in the background. The challenges such as sustainability of the center, encroachment, trespassing, accessibility, extinction of instruments were solved through design.
- The project was designed on the basis of architectural heritage study, Indian music history and institute architecture.
- Gathered data from various artists, students, hobbyist and residents through interviews, personas, journey maps, survey and activity maps.

Urban Design- Connecting the greens

- Proposed urban design solution to neighbourhood problems like safety, security and lack of gathering spaces.
- Designed module with the help of neighborhood and user study, data gathering, data processing, social and cultural understandings.

Project Skills

Product Design
Interaction Design
Graphic Design
UX Design

Web Development
Video Editing
Audio Editing
3D Modelling

Data Gathering
Data Analysis
Interactive Prototypes
Spatial Designs