

INDUSTRIAL DESIGN

PORTFOLIO

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HELLO,
I AM AFSHAAR.

INDUSTRIAL DESIGNER

I am intrigued by the way people respond to things and its relationship with design.

I believe that the right design can positively impact the intended user and finding the best fit works in favor of not just the organization and clients but also with respect to our responsibility as designers.

As part of an organization, I understand that a humane view of all members of the team where encouragement is valued positively impacts communication and work, and personally strive to stick by it.

Outside of the work-space, you'd find me engrossed in a book or fine arts or strolling the streets. I also love making dosas. If you don't know what that is, think pancakes.

Almost.

experience

2016/6 - 2016/8

Housesutra

Creative Head | Bengaluru

Responsible for design of social media posts and banners for official website. Also worked on some furniture photography and editing.

2019/5 - 2019/7

Microtech CNC Pvt Ltd

Product Design Intern | Bengaluru | Hosur

Worked on developing a new product platform for smart storage devices.
A prototype, *Halo*, was developed at the end of the internship.

education

2018 - Present

Masters Degree

Indian Institute of Science | Bengaluru

M. Des in *Product Design and Manufacturing*
(current CGPA 8.2)

2014 - 2018

Bachelors Degree

Ramaiah University of Applied Science | Bengaluru

B. Des in *Industrial Design*
(SGPA 7.5)

2012 - 2014

High School

International Indian School | Dammam, KSA

CBSE - PCMB
(87%)

achievements

CEED 2018 | AIR 1

skills

SketchBook Pro
CorelDRAW
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Autodesk Maya
Autodesk Alias
Fusion 360
AutoCAD
Keyshot

Sketching
Multi-medium Physical Modelling

contact

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Facebook | afshaar.shariff
Linkedin | afshaarshariff
Behance | afshaarshariff

mulani
'going back to our roots'

MODULAR 2/4 SEATER





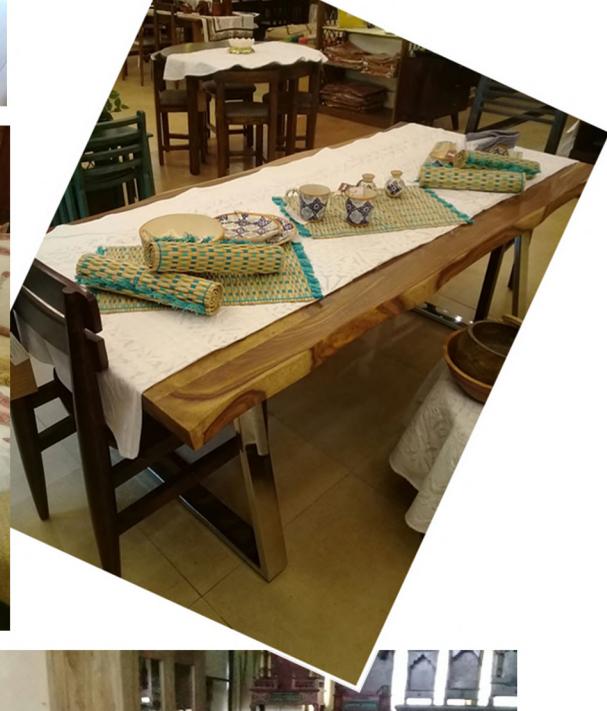
INDIA HAD ALWAYS BEEN PART OF A SITTING CULTURE

Furniture used to be a foreign concept,
Hence, over the decades furniture styles from other cultures were adopted.

Today, no **furniture that exudes Indian-ness** exists.

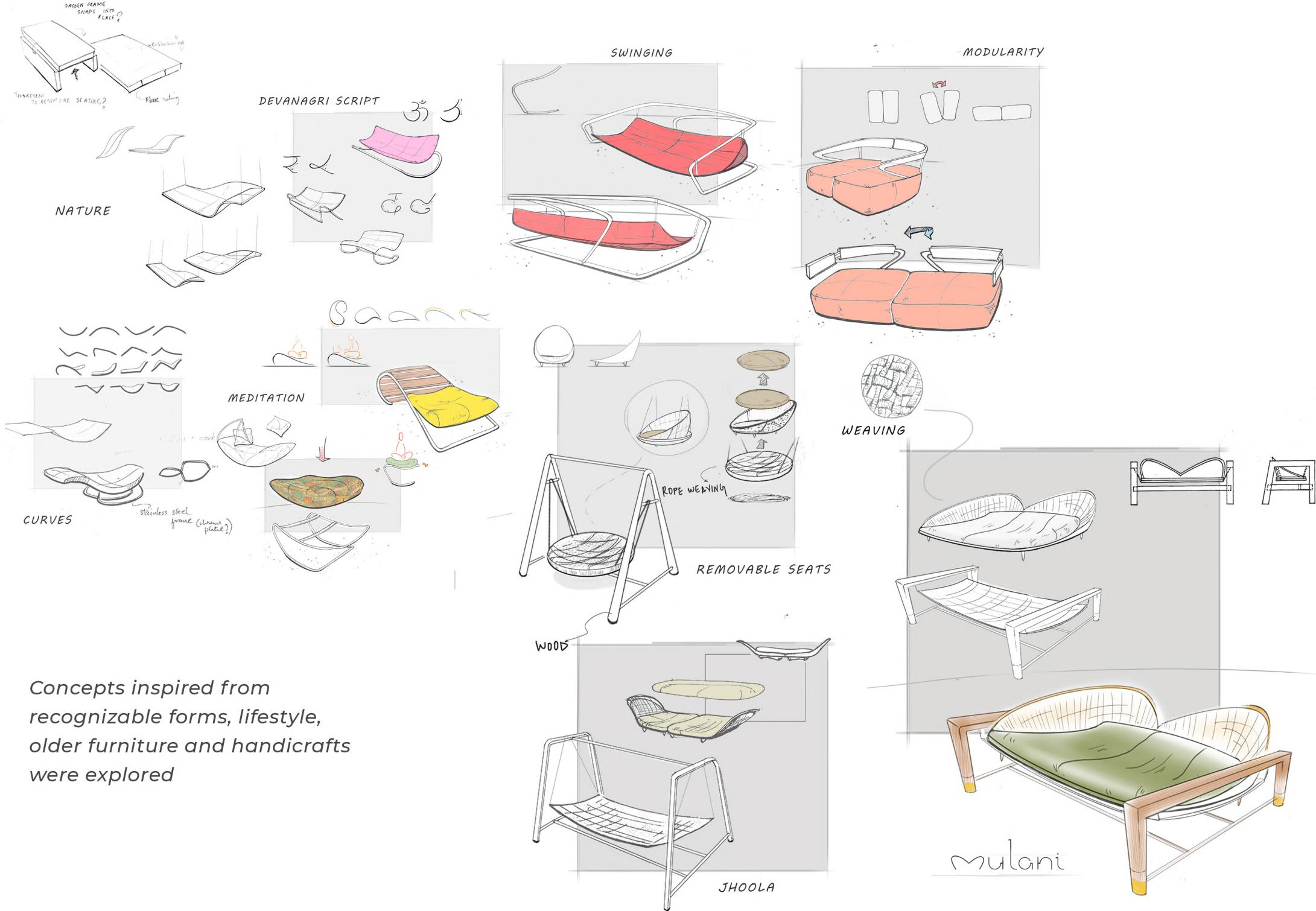
This project is an attempt
at designing **minimal furniture**
that draws inspiration from
Indian culture, yet
keeps up with **modern trends**.

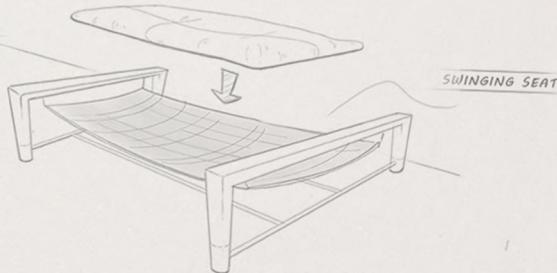




I explored both high-end furniture stores as well as some antique stores in search of comparable products available in the market to the general customer and carefully put together a theme board that I felt captured the Indian essence.







SWINGING SEAT

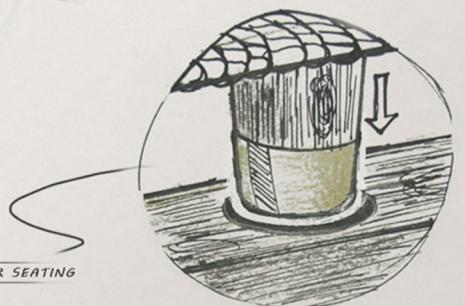
USE OF CUSHIONS



CANE ROPE WEAVE



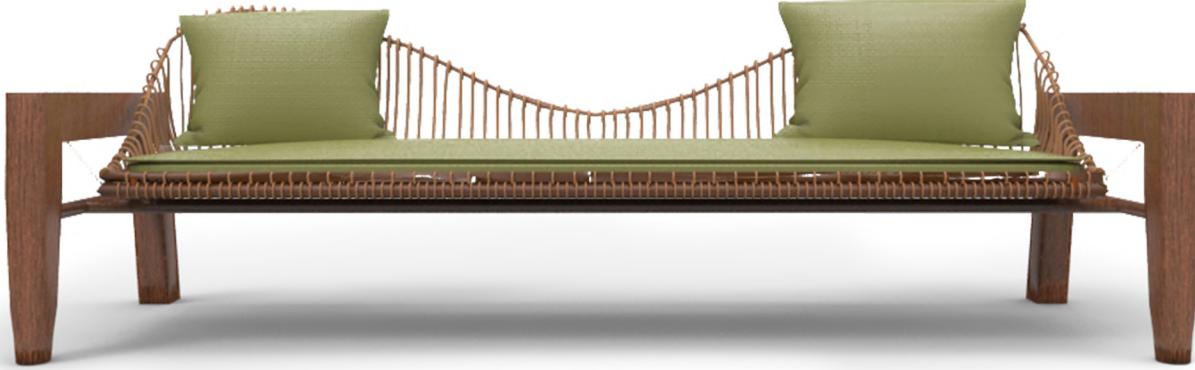
DETACHABLE SEAT



SMALL LEGS FOR FLOOR SEATING



FINALISED CONCEPT



Unique combination of the traditional
charpai and *jhoola*

Floor Seater



Jhoola

Mulani

Mulani is a reconfigurable seating system that goes from a 2-seater to a 4-seater easily, where the floor seating unit brings back India's floor sitting culture to life

Consists of two individual units that can be easily separated



The final design has been made to adopt certain elements that give the furniture an overall aesthetic of *Indian-ness*



Earthy Color Palette

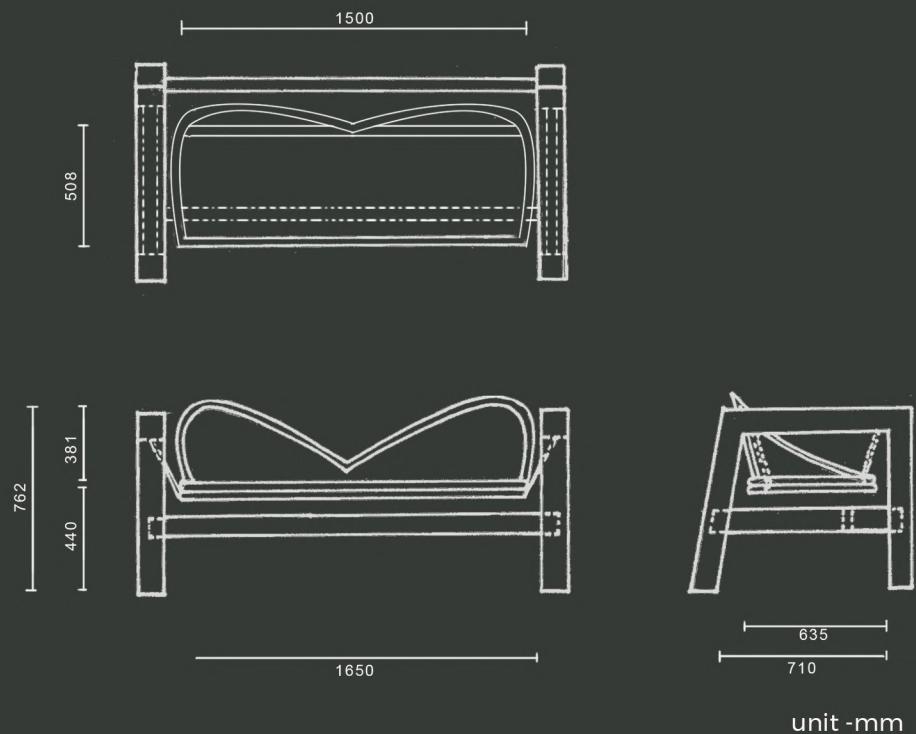
Cane weaving



Brass Chain Links

Dismountable Seat





A full scale prototype was fabricated to understand the real time functionality of the product and the areas that need improvement



FABRICATION PROCESS



Full Scale Prototype



Product in use



mulani
THE SET

TRESS

HAIRSTYLING KIT



Are your styling tools
tangled and tucked away in a drawer as well?





Hair dryer and other styling tool **cords get tangled**.



Difficult to pack, especially for frequent travellers.



Unvarying basic form over the past 10 decades.

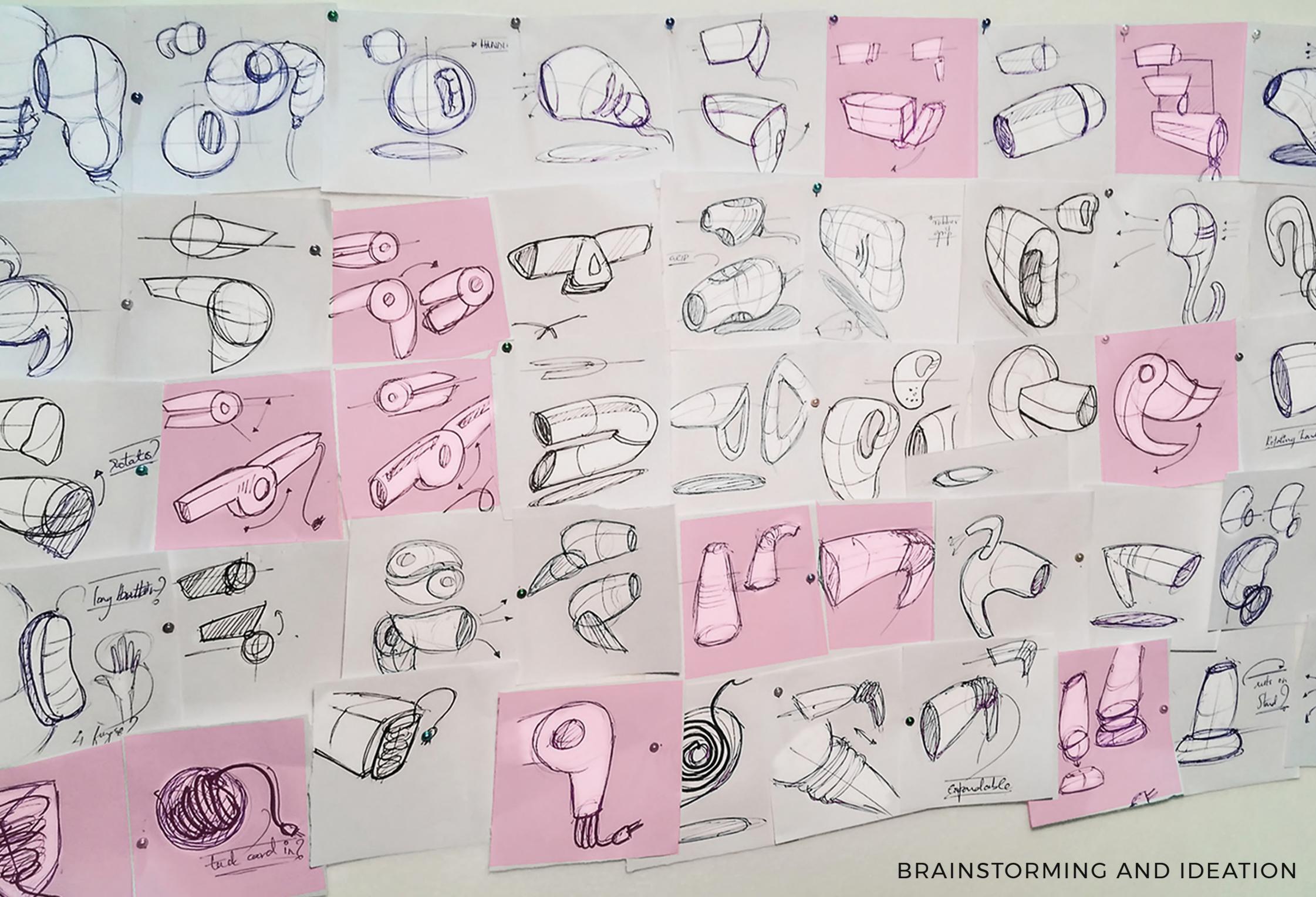
How can the **basic form and feaures of the dryer change without changing the current internal mechanism?**

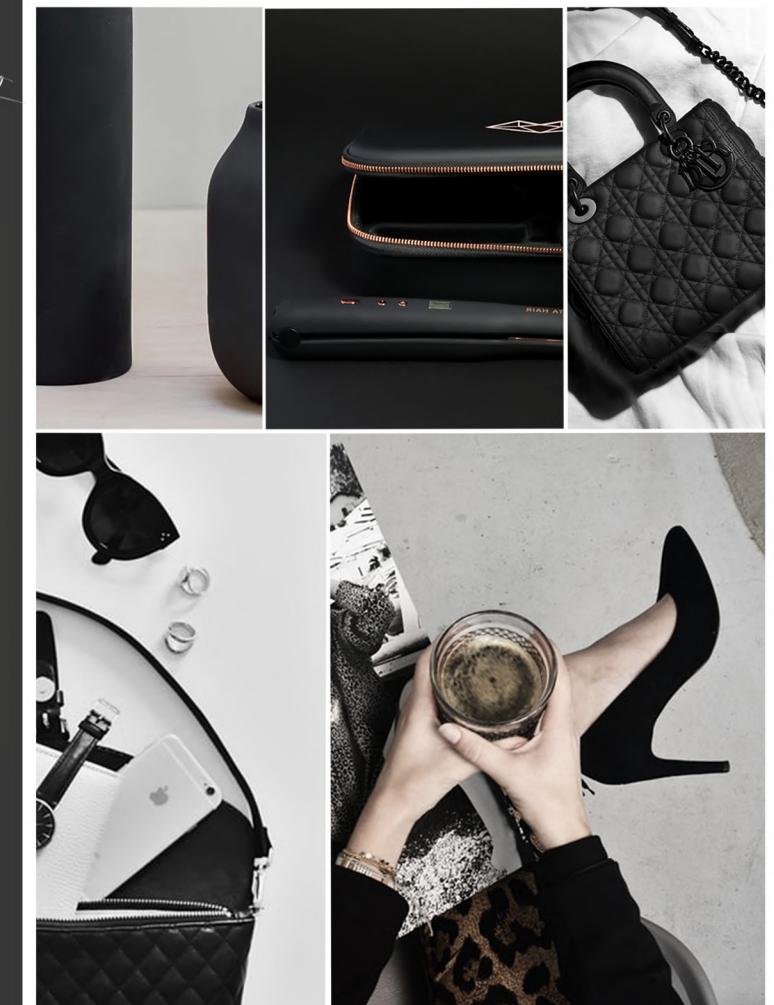
Provide better cable management options in order to **increase ease of use** while reducing visual mess.

Explore **kit-based solutions** which increase compactness.

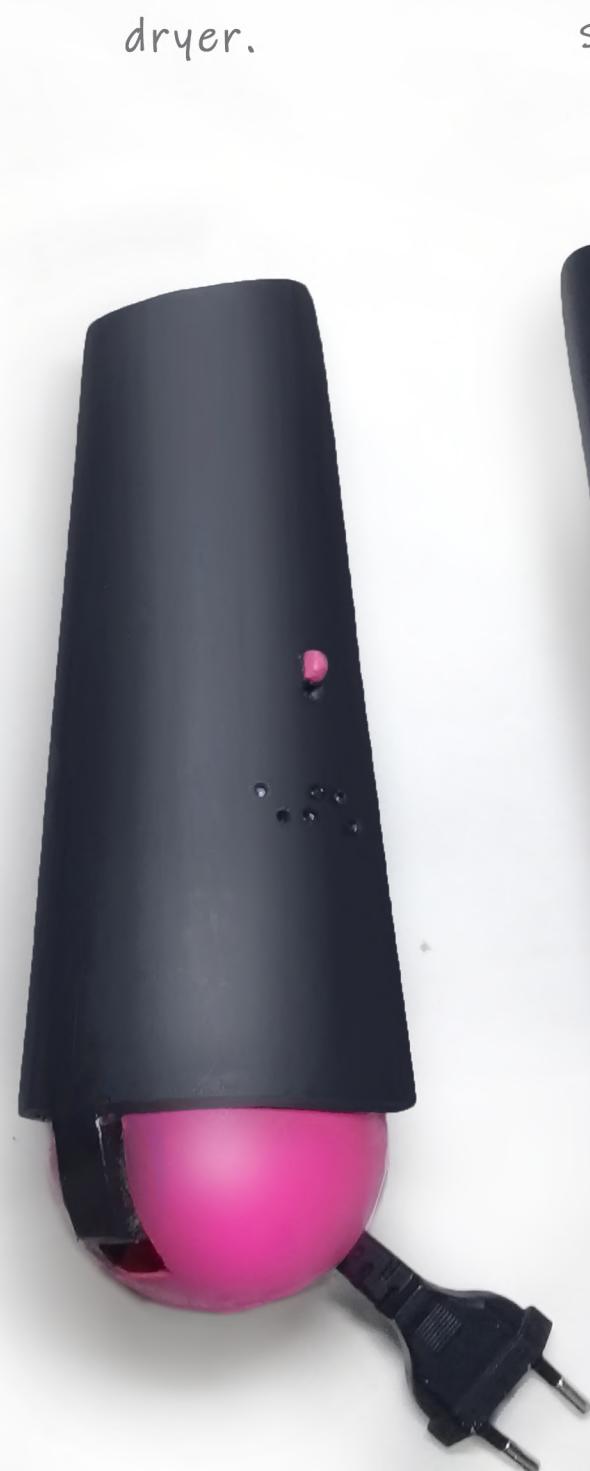
Explore **forms** especially in terms of the handle and utilize its potential.

BRAINSTORMING AND IDEATION





MOODBOARD



WORKING PROTOTYPE



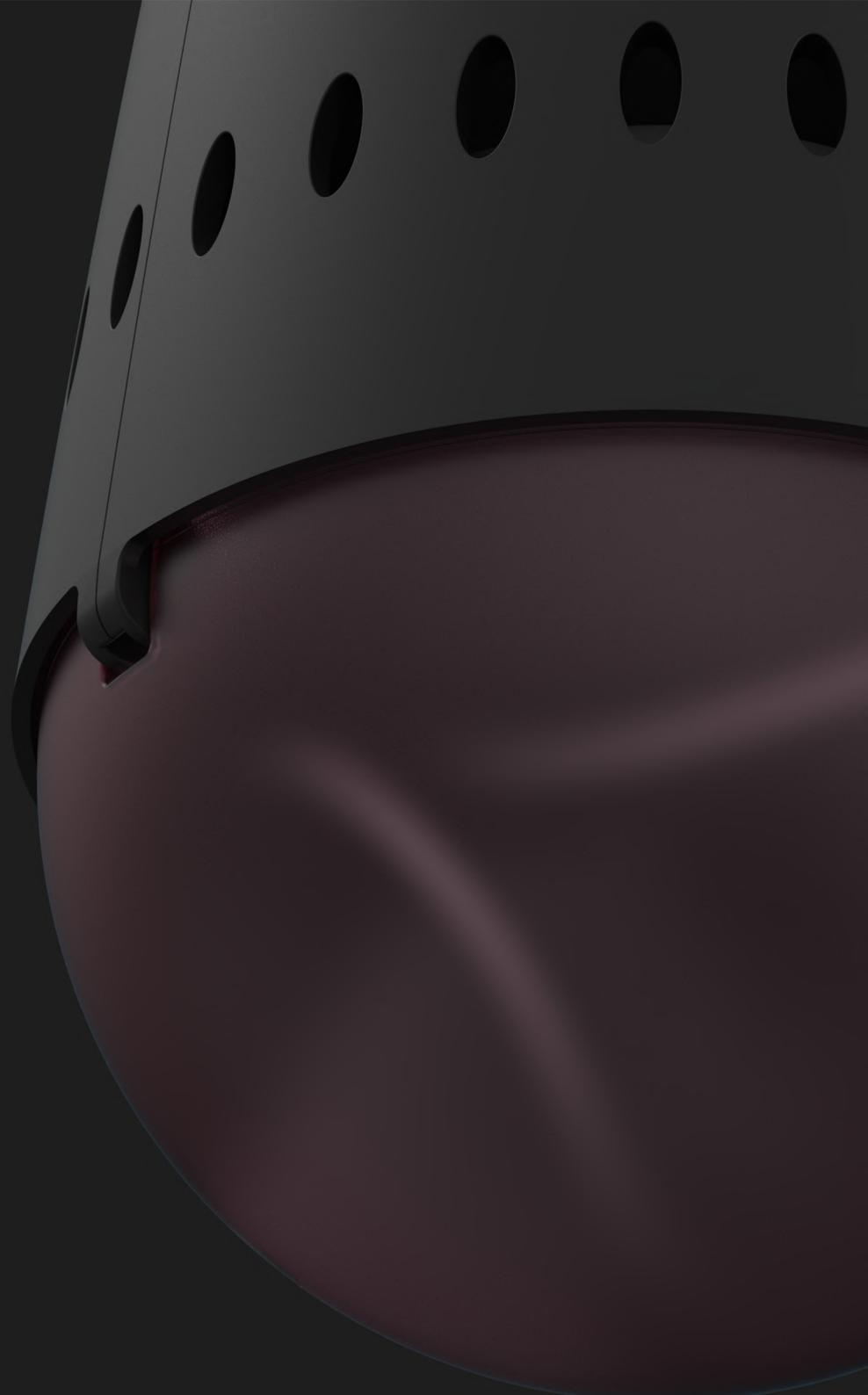
PRODUCT RENDER



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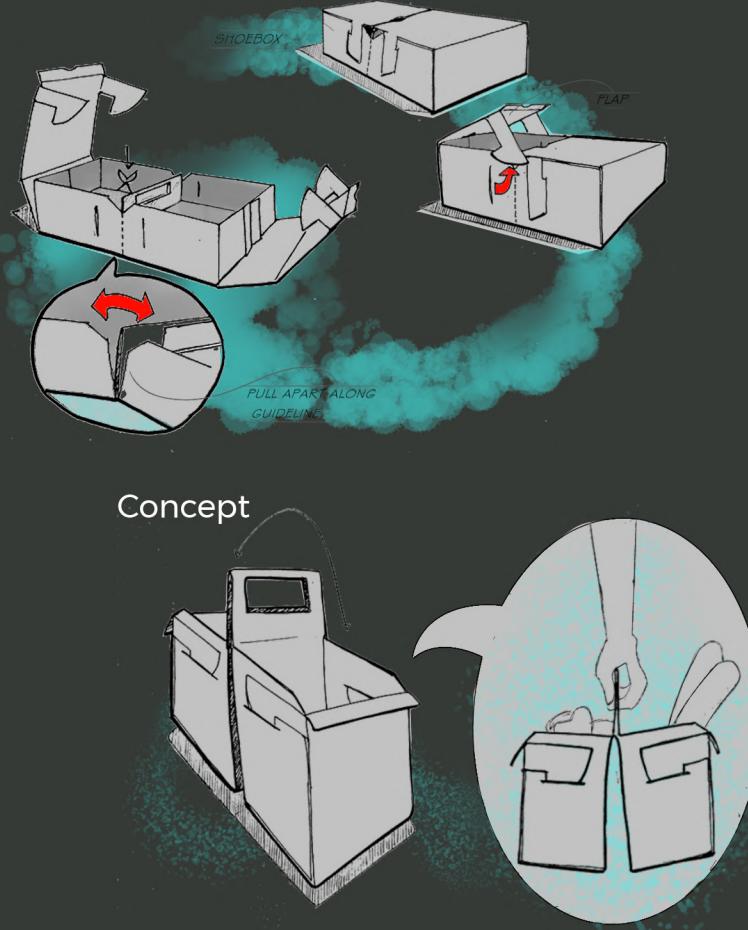
two bags full.

REUSABLE PACKAGING DESIGN

Two Bags Full

Product Packaging Design

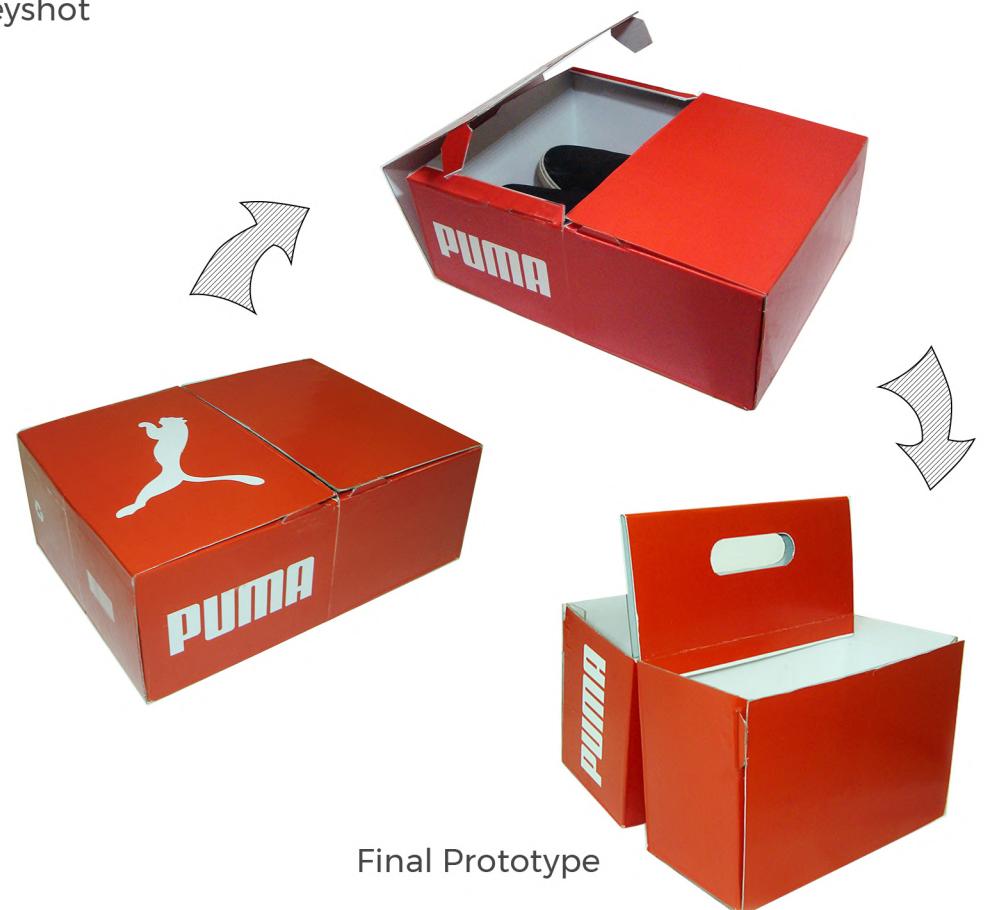
Design of creative shoe packaging that can be reused.



Packaging is meant to keep the product safe and help in transport. Once that function is over, it is usually disposed. This project aimed at giving the shoe box a secondary function by turning it into a carrier bag.



3D Modelling on Autodesk Maya
and Keyshot



PURITO.

WATER BOTTLE





17/01/2016

1 LITRE

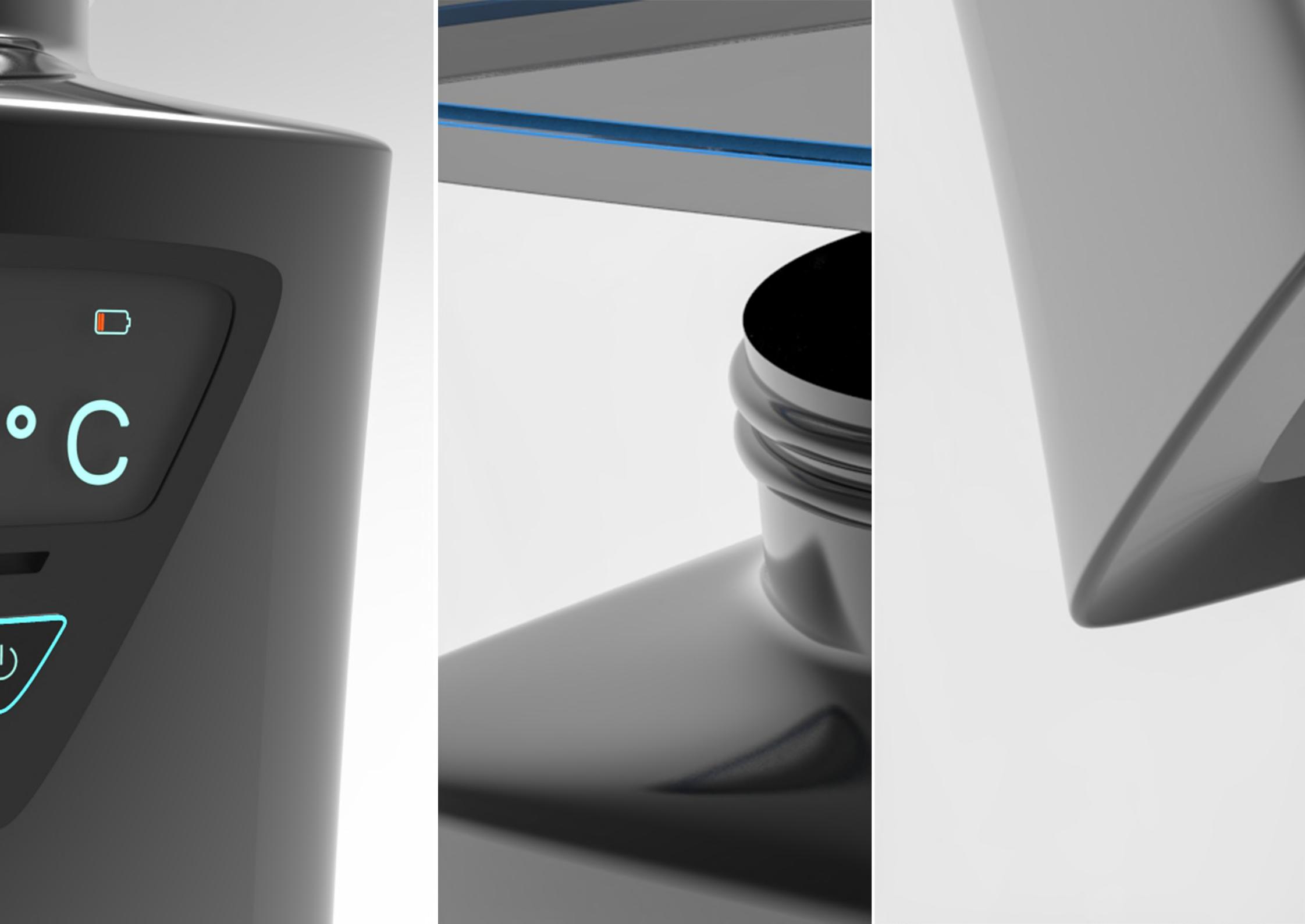
OFFICE USE

TIMELY REMINDERS

ANTI-ROLL FORM



SMART BOTTLE VERSION.

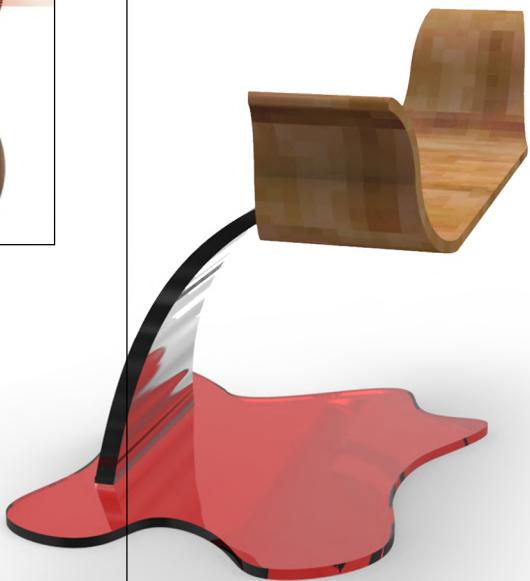




CLEAR PLASTIC VERSION.



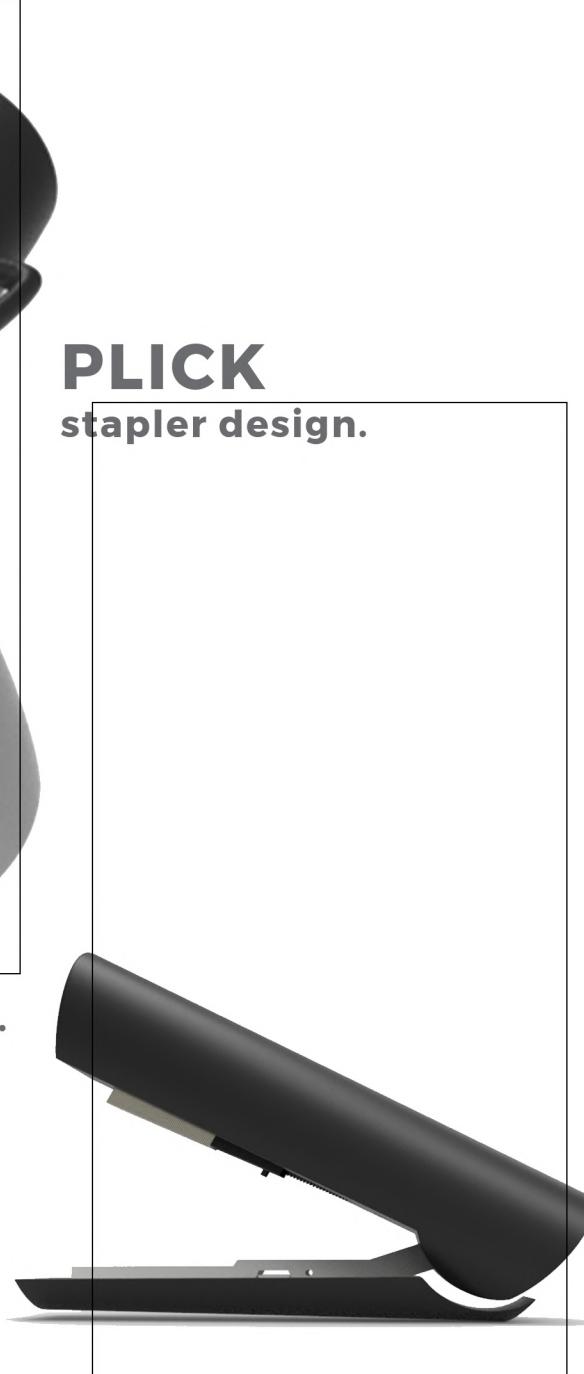
HOPE
installation design.
15ft*10ft



THINK
public seating design.



ORI
salt and pepper shaker.
interactive



PLICK
stapler design.

other projects.

RENDERINGS



MULTIMEDIA RENDER ON PAPER



DIGITAL RENDER ON PS

THANK YOU

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