



Duraphe Atharva Sadashiv
PG (II Year I Semester)
M.Des in Industrial Design
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Registration No: 22712005/2024



Area of Interest

User Experience, User Interface, User Research

Education

Year	Degree/Examination	Institution/Board	CGPA/ Percentage
2023	Master of Design 1st Year	Indian Institute of Technology, Roorkee	8.116
2021	Graduate (UG)	Savitribai Phule Pune University	7.500
2017	Intermediate (Class XII)	Maharashtra State Board , Pune	63.69 %
2015	Matriculate (Class X)	Maharashtra State Board , Pune	85.40 %

Internships

UI/UX Design | Kreo Design and Innovation May 2023 - July 2023

- I was part of a team working on a project which included redesign of a website. This gave me an opportunity to work on various stages of the design process, get to know about the details and precision required while designing the interface, learning in depth about the tools used in the industry and much more.

Projects

Design Portfolio Website | Self Project July 2022 - May 2024

- Check out my design portfolio at <https://atharvaduraphe.com/> . It includes projects that I have worked on and gives a detailed glimpse of the design process used, my roles and the unique outcomes. It also interprets my skills and understanding in the field of design.

Placement and Internship Cell, IIT Roorkee website redesign | Placement and Internship Cell, IIT Roorkee February 2023 - September 2023

- Mitigated usability concerns in the IIT Roorkee placement website characterized by outdated design and non-intuitive user flows. We did it through a strategic redesign focussing on user experience enhancement. Introducing intuitive navigation and a contemporary visual aesthetic resulted in a significantly improved interface. This initiative culminated in heightened engagement for employers and effectively communicated the institute's strengths.

Awards / Scholarships / Academic Achievements

- Among Top 5 in Adobe Designathon 2023 organized at Tryst'23 by IIT Delhi
- 'Choco Carve' a packaging project which aims aims at promoting Kashmiri Walnut Wood Carving Art was featured on "Packaging of the World"

Skills

Software Packages	FIGMA, ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP, BLENDER3D ,KEYSHOT, ADOBE INDESIGN
Additional Courses	1-Innovation Through Design - Think, Make, Break, Repeat UNIVERSITY OF SYDNEY. 2-Build Wireframes and Low-Fidelity Prototypes GOOGLE. 3-Enterprise Design Thinking Practitioner IBM. 4-Design Led Strategy - Design Thinking for Business Strategy and Entrepreneurship COURSERA.
Minor/Honors Courses	Workshop on Basics of Digital Design by Janina Schmidt(Professor) Offenbach University of Art& Design, Germany
Languages Known	ENGLISH , HINDI , MARATHI

Positions of Responsibility & Extra Curriculars

Volunteer at MSME | Depart of Design, IIT Roorkee March 2023 - Present

- Volunteered at an event organized by Department of Design, IIT Roorkee which was Awareness Programme on "MSME Innovation (Design) Scheme"

Participant | Department of Design, IIT Roorkee April 2023

- Attended Industry Academic Meet organized by Department of Design, IIT Roorkee, the topic of the meet was "Insights on Innovation: Success Stories". It was a two day workshop which provided us with valuable insights oh how innovation takes place in various industries.

References

Prof.Sonal Atreya
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Indian Institute of Technology Roorkee
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