



# NEERAJA BARADE SIVAJI

## INDUSTRIAL DESIGNER

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### ABOUT ME

5 Years experience in the field and faithfully pursuing Dieter Rams' 10 commandments of good design, my biggest learning has been how best to cradle a concept from paper through software into a living, working, tangible result.

### EDUCATION

#### POST GRADUATION

MA DESIGN 2013 - 2014  
NORTHUMBRIA UNIVERSITY  
Newcastle Upon Tyne, UK

#### GRADUATION

GRADUATE DIPLOMA IN  
INDUSTRIAL DESIGN 2008 - 2012  
DJ Academy Of Design  
Coimbatore, India

### EXPERIENCE

#### ARRIS INDIA PVT. LTD

SENIOR INDUSTRIAL DESIGNER  
DEC 2017 - FEB 2019

#### SIDEBYSIDE STUDIO

PRODUCT DESIGNER  
JAN 2017 - DEC 2017

#### DECATHLON SPORTS INDIA

PRODUCT DESIGNER  
MAY 2015 - DEC 2016

#### REZONANT DESIGNS

PRODUCT DESIGNER  
JAN 2013 - SEPT 2013

#### TLV SOLUTIONS

PRODUCT DESIGN INTERN  
JAN 2012 - MAY 2012

### SOFTWARE EXPERTISE

RHINO	● ● ● ● ●
SOLIDWORKS	● ● ● ● ●
KEYSHOT	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●
PHOTOSHOP	● ● ● ● ●
INDESIGN	● ● ● ● ●
MICROSOFT WORD	● ● ● ● ●
POWERPOINT	● ● ● ● ●
ADOBE XD	● ● ● ● ●

### INTERESTS

Watercolour Painting, Travel & Hiking, Table Tennis, Reading

### SKILL - SET

IT ACCESSORY DESIGN • TREND ANALYSIS • CONCEPT SKETCHING • CAD MODELING & RENDERING • PROTOTYPING • DESIGN FOR MANUFACTURING • ATTENTION TO DETAIL • TIME MANAGEMENT • PROJECT MANAGEMENT • LIAISING WITH SUPPLIERS / VENDORS • MULTI TASKING • COLLABORATING WITH STAKEHOLDERS • ORGANISED • TEAM ORIENTED • PROACTIVE

### EXPERIENCE HIGHLIGHTS

#### ARRIS - CONSUMER ELECTRONICS

Designed a range of smart consumer electronics such as sound-bar, wi-fi extenders with Bluetooth speaker and compact IP TV set-top-boxes. These devices combined consumer electronic functions with voice + visual assistance, and IoT capabilities.

#### DECATHLON SPORTS INDIA

New product range design & development for Decathlon's cricket brand, FLX. Upscaling the range for different price points through user research, benchmarking, trend analysis, stakeholder management & making design language guidelines.

#### STEM TOY

A bespoke coding toy made up of a set of modules, programmable through an app. Users learn to code these physical modules through the supporting app; the app is designed to be intuitive and capture the imagination of kids as the edgy design language connects the

