

NEERAJA BARADE SIVAJI

INDUSTRIAL DESIGNER

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ADDRESS: RINGWOOD, MELBOURNE, AUSTRALIA

Hello,

I write to you from Ringwood, Melbourne, applying for the role of Industrial Designer at Alogic Corporation Pty Ltd.

I am an Industrial Designer with 5 years of experience in the IT industry, retail sector and small design studios. I completed my 4-year graduate diploma in Industrial Design from DJ Academy of Design, India, followed by a master's degree in design that I passed with commendation from Northumbria University, Newcastle Upon Tyne, UK.

My experience as a design professional encompasses consumer electronics and IT accessory design at ARRIS and Side By Side Studio, new product range design and development at Decathlon, and toy design for Gween Toys.

As a consumer electronics designer at ARRIS my role included designing a range of smart media devices that combined home electronics with Wi-Fi functions and voice assistance (Ex. Alexa/Google Home). These products included a soundbar enabled with set top box and Bluetooth speakers with Wi-Fi extenders. I have also designed compact set-top-boxes and OTT devices for brands such as Foxtel, Virgin Media, NOS and other European markets.

Aside from the aforementioned mainstream consumer electronics, I have designed a bespoke STEM toy comprising of a set of modules, programmable through an app that teaches users how to code in an imaginative manner. My retail experience includes designing for Decathlon's in-house cricket brand FLX, involving upscaling a range from beginners to professional users through trends and colour research/analysis, generating tech-packs, supplier management, visual merchandising, art direction for marketing and putting together brand guidelines for the product range. This wide body of work and relevant experience in the IT Industry gives me the confidence and ability to ensure that I do full justice to this role at Alogic.

Alongside the design process, I bring with me a strong CAD skillset, namely, Solidworks, Rhino, Keyshot and the Adobe Suite. I have extensive knowledge of materials and manufacturing processes such as injection moulding, twin shot moulding, insert moulding, in-mould labeling and other printing techniques. I'm friendly and an organised worker, punctual in meeting deadlines with a good deal of experience collaborating and liaising with teams and stakeholders.

Thank you for your consideration and I look forward to being given an interview opportunity to showcase my relevant work experience..

Sincerely,
Neeraja