



Gouraang Gune  
Industrial Design Centre  
Indian Institute of Technology Bombay

22B3632  
B.Des.  
Gender: Male  
DOB: 24/01/2004

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2026	

## KEY PROJECTS

### Tripadvisor | App Redesign

Group Course Project | Guided by Prof. Wricha Mishra | August 2024

- Investigated problems faced by users while using the Tripadvisor mobile app, through various user testing methods such as HTA and SHERPA.
- Redesigned various aspects of the application such as the itinerary feature and individual item cards to help reduce cognitive workload of users.

### Mood Indigo 2023 | Branding Project

PoR Project | December 2023

- Worked as a part of a 7-member team to help create the brand identity of Mood Indigo based on the theme of "A Rewired Reality."
- Took lead in redesigning Freddie, the mascot of Mood Indigo, who was displayed all across campus in various forms, including an ad balloon.

### Maakhanchor | Board Game Design

Design Studio Group Project | May 2023

- Worked as a part of a 4-member team to create a board game which utilises motifs and themes inspired by the traditional art form of Ganjifa.
- Conducted primary and secondary research about wooden toys and other traditional art forms of Sawantwadi, Sindhudurg region.

### Sex Education Special Edition Newsletter | Insight

PoR Project | February - April 2024

- Created content such as Illustrations and Data Visualisations, which covered topics such as Sex Education, Consent and Sexual Violence.
- Helped in ideation, execution and distribution of the newsletter.

## EXPERIENCE

### Insight - Student Media Body of IITB | Design Manager

Position of Responsibility | May 2024 - Current

- Heading and training a 7-member team in end-to-end design of Insight's newsletters, articles and social media posts, delivered to 13,000+ students, catering to 650+ faculty staff and 4 lakh online viewers.

### Paperboat Design Studio | Concept Art Intern

Summer Internship | May - July 2024

- Worked as a part of a 5-member team in creating and developing concepts for an upcoming animated TV show.
- Consulted in script writing for an upcoming Bollywood movie sequel under the guidance of director, Soumitra Ranade.

### Anaahat Studios | Freelance Content Creator

Freelance Project | April 2021

- Conceptualised and wrote the script for a radio advertisement for Katdare Foods, which aired on RadioCity and Vividh Bharati radio stations across Maharashtra during IPL 2021 season.

## PORTFOLIO

[behance.net/gouraanggune](https://www.behance.net/gouraanggune)

## SKILLS

### UX Design

Ideation, Concept Sketching, Information Architecture, Wireframing, Prototyping, Interface Design, Heuristic Evaluation, Usability Testing

### UX Research

Interviewing, Contextual Inquiry, Task Analysis, Interpretation, Survey, Statistical Analysis

### Visual Design

Graphic Design, Typography, Layouts, and Grids, Data Visualisation, Branding, Motion Graphics, Illustration, Concept Art, 2D Animation

### Tools

Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Animate, Procreate, Blender

## COCURRICULAR

### Mood Indigo Creatives Coordinator December 2023

In charge of mascot redesign and also of exhibition design for "Food Indigo".

### Insight Design Convener

May 2023 - May 2024

Helped create designs for newsletters, articles and social media posts.

## ACHIEVEMENTS

### All India Rank 12 (Open)

In UCEED 2022 among 10,000+ applicants

### Flute

- Performed at ISKCON, Kondhwa along with 60 other flautists on Krishna Janmashtami. (2021)
- Won first prize in a group music competition organised by Ramkrishna Math, Pune. (2019)

### Tabla

- Qualified in Madhyama Pratham examination conducted by Akhil Bharatiya Gandharva Mahavidyalay (ABGM) (2018).