



**Yuva Gharat**  
**Industrial Design Centre**  
**Indian Institute of Technology Bombay**

**22B3612**  
**B.Des.**  
**Gender: Female**  
**DOB: 30/06/2004**

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

## Hi, I'm Yuva.

I love learning new things and crafting user-focused experiences. I'm always ready to solve a puzzle, whether it's in design or a tricky Sudoku.

## My Portfolio

[behance/yuvagharat](#)

## KEY PROJECTS

### Milan

Aug 2024

**UI/UX and Research** | Group Project guided by Prof. Anirudha Joshi

- Conceptualised and designed a **calendar gadget** for Indian middle class households that helps families collaborate on schedules effectively.
- Conducted **contextual inquiry** for user research, interpreted the data, did **affinity mapping** to consolidate insights, developed **user personas** and scenarios, created prototypes and conducted **design evaluation**.

### UTS App

Sept 2024

**Ergonomic Study and Redesign** | Group Project guided by Prof. Wricha Mishra

- Performed an **ergonomic analysis** of the existing UTS app to understand issues and redesigned the app that **reduces cognitive load** of the user.
- Used evaluation methods like **HTA, SHERPA, SUS, NASA-TLX, Heuristic evaluation** and more.

### PetNet

July 2024

**UI/UX App Design** | Self initiated group project

- Conceptualised and designed a mobile application for pet owners and enthusiasts to help them with **pet adoption and pet lost and found**.
- Conducted surveys and interviews, **competitive audits**, made personas, wireframes, low- fidelity and hi-fidelity **prototypes**.

### Jungle Safari

April 2024

**Communication Design** | Guided by Prof. B.K. Chakravarthy

- Designed an interactive accordion book as an **educational travel guide** for children visiting Sanjay Gandhi National Park.
- Visited and interacted with children, understanding their nature and **learning methods**, and their teacher's practices.

## WORK EXPERIENCE

### Mood Indigo

Aug-Dec 2023

**Creatives Coordinator**

- Produced high quality posters and graphics reaching an audience of 100k+ viewers and over **125k+ Instagram followers**.
- Worked with a team of six to shape Mood Indigo 2023's the **visual identity** and branding for the Asia's largest college cultural festival, including the **logo**. Also designed the **newsletter** 'Mirage', booklet, bands, and the flag.

### Artronaut Creatives

June-July 2023

**Communication Design Intern**

- Designed a **sustainable trophy** for Capgemini to appreciate their employees as a token of their loyal service.
- Analyzed the **company's brand identity**, explored sustainable materials, and conceptualized how to effectively convey the message of sustainability.

## EDUCATION

### IDC, IIT Bombay

**B.Des** | 2022-2026

**Department Rank 1** in a batch of 36 students (2023-2024)

**Class representative**, responsible for smooth interaction between students and faculty. (2024)

## ACHIEVEMENTS

**All India Rank 10** in UCEED 2022

**Institute Academic Prize** for excellence in academics (2023-24)

**Winning entry for Typoday** Poster Design Competition at a global level for the theme "Sacred and Typography" (2023)

## SKILLS

Core: UX Research, Contextual inquiry, User Flows, Affinity mapping, Interface design, Prototyping, Visual identity, Illustrations, Heuristic analysis, Usability testing

Tools: Figma, Fig-jam, Adobe Photoshop, Illustrator, Indesign, Da Vinci Resolve, Miro, procreate

## CO-CURRICULARS

Praveshika Purna in **Kathak**  
Active member of **InSync**, the Dance Club of IIT Bombay;  
**choreographed** and participated in various competitions; won 3rd place in Mood Indigo's Indigo Saga

Learning **Hindustani Classical** vocal Music. I enjoy playing guitar, ukulele, and keyboard.

Designed social media posts, mural, logo, and t-shirt for **cultural clubs** at IIT Bombay.