Product Design

PORTFOLIO

Aashritha B

Hi! I'm Aashritha and

I'm a creative person who loves turning challenges into unique solutions. As a team player, I thrive on organizing and managing events with precision, always meeting deadlines. Playing the violin, watching F1, and supporting football fuel my creativity and connect deeply with my design journey.

Education

- B.des (Product design)
  Symbiosis Institute of Design, Pune
- Secondary high (CBSE)- Science
  DDMS P. Obul Reddy Public School, Hyderabad

Strengths

- Resourceful
- Team Leader
- Communication
- Management
- Presentation

Skills

- User Research
- Product Research
- Analysis
- Visual Design

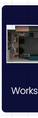
Ps Ai Pr

Extra Curricular

- LAKSHYA event head (24 hr art and design fest)
- P.ONDAMBATALS marketing head. (3 day college event.)

CONTENTS

Toaster


Workspace

Preceision Knife

Product Visualisation

Packaging

01

Toaster

SEM 3
Individual
2 weeks

To design a product inspired by a designer's style.

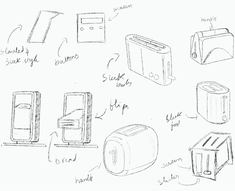
Giorgetto Giugiaro's design philosophy, characterized by sleek, functional forms and timeless simplicity, served as the foundation for my assignment.

Father of Modern car design, Giugiaro emphasizes on clean, geometric lines and proportional harmony. His designs often balance aesthetic appeal with practicality.

The task was to draw inspiration from his iconicworks, such as the Volkswagen Golf MkI and Fiat Panda, to create designs that embody both innovation and practicality while maintaining aesthetic harmony

Giorgetto Giugiaro's work is an inspiration to always approach design while maintaining a balance between poracticality, aesthetics and create solutions that are both functional but aslo visually pleasing.

Sketches

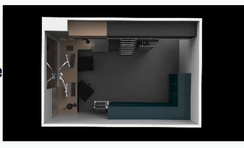


Final Model

The toaster features clean, sharp edges that enhance its sleek and contemporary design. The slanting body and black finish come together to create a modern appliance that's both f unctional and visually appealing. Its compact form ensures it fits seamlessly into any kitchen space, blending elegance with practicality.

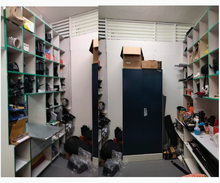
02

Workspace



SEM 4
Group
2 weeks

To redesign a work space to enhance functionality and user experience



The photography lab, managed by Professor Anant Sawant, is a cramped space with limited storage capacity, making it challenging to accommodate and organize expensive equipment efficiently. It also lacks ergonomic seating, causing back pain from prolonged sitting, and its inefficient layout forces frequent movement to issue or retrieve equipment, disrupting workflow and increasing the risk of damage.

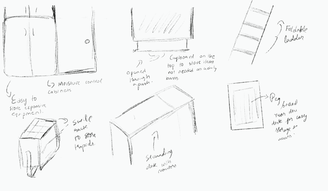
Problems Faced-

- Lack of safe and proper storage of the expensive equipment.
- Improper positioning inof the issuing window.
- Lack of ergonomic seating.
- Chaotic layout.
- Frequent work disruption .
- Improper organization of SD cards.
- Lack of proper tripod storage.

Ideations-

- Blinds that can block the window.
- Desks with adjustable monitor extension arms for optimal positioning.
- Pegboard for easy access to items and efficient storage.
- Moisture control cabinets with adjustable temperature settings.
- Foldable library ladder.
- Swivelling rack for tripods.
- Student ID scanner to keep a track of quipments issued.

Sketches



Renders

03

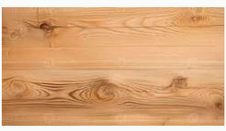
Precision Knife

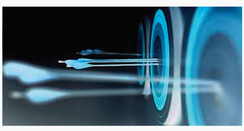
SEM 5
INDIVIDUAL
ONE WEEK

To enhance grip and form of an existing product.

Moodboard

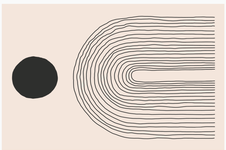
Minimal





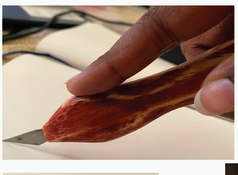
Precision

Ergonomics



Functionality

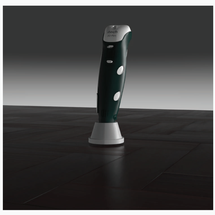
Sketches

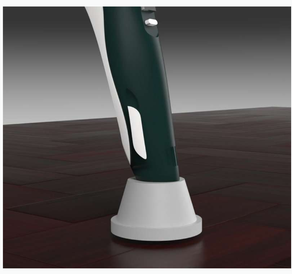


Product Visualisation

SEM 5
Individual
2 weeks

To understand and learn the necessary 3D modelling softwares.





Packaging

SEM 4
Individual
2 weeks

To design a beverage packaging and branding.

Concept

DesiBuzz is a cocktail pre- mix brand that brings the vibrant essence of Indian flavours to life, aiming to promote their richness in the market while redefining cocktail experience through authentic Indian ingredients and regional inspirations. With a focus on preserving the heritage of Indian flavours, DesiBuzz combines tradition and modernity to offer a unique and flavourful twist to mixology.

Target Audience

- **Millennials**
  Individuals who enjoy experimenting with innovative cocktails and value experiences tied to culture and authenticity.

- **Cocktail Enthusiasts**
  People who enjoy creating bar- quality cocktails at home and exploring new, exotic flavours.

- **NRIs and Global Consumers**
  NRIs and international audiences seeking a taste of India through cocktail mixes.

- **Bars and Restraunts**
  Establisments aiming to offer a unique menu item with Indian inspired cocktails that appeal to both local and global customers.

Competitors

MALAS SINCE 1919
LAZY COCKTAILS
& STIRRED COCKTAIL MIX
JIMMY'S COCKTAILS

Structure Study

Cocktail Premix Packaging and Branding

Bottle explorations~

Logo explorations~

Current market lacks Indian flavoured cocktail premix. This inspired me to create a brand identity to embrace and showcase local indian culture.

Culturally rich flavours such as Mint Mango, Chilli Guava, Coconut Honeydew.

Label explorations~

Brand Extensions~

Mint Mango: A refreshing blend of juicy, tropical mango paired with the cool zest of mint. This flavor brings together sweetness and freshness, evoking the essence of summer with every sip. Perfect for light, fruity cocktails that transport you to a tropical paradise.

Coconut Honeydew: A creamy, exotic twist featuring the smooth richness of coconut combined with the subtle sweetness of honeydew melon. This flavor offers a mellow, indulgent taste that's ideal for laid-back, beach-inspired cocktails.

Chili Guava: A fiery fusion of tangy guava and the bold kick of chili. This daring combination delivers a sweet, spicy, and tangy profile, capturing the adventuroussprit of Indian street flavors. Perfect for those who love cocktails with a bold punch.

THANK YOU!