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**B.Des.**  
**Gender: Male**  
**DOB: 07-07-1999**

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2022	9.34

A design evangelist. Interested in a **product-oriented** and **grounded approach** to design to create scalable and tangible solutions for organisations.

## Experience

### Microsoft / UX Design Intern

May 2021 - July 2021

- Worked at **Studio 91, Bangalore**.
- Established foundational research and refreshed perspective for **Microsoft Bookings for Mobile**.
- Interviewed users from the **global userbase** to understand user needs and wants and ideate on them.
- Drew relevant insights from primary and secondary research to set product direction.
- Created a **click-through prototype** consistent with established visual design systems.
- Presented a **concept** and **pitch deck** to the entire studio as the output of the internship.

### Mood Indigo / Creatives Head

April 2020 - March 2021

- Asia's largest college cultural festival | Net worth: INR 50 Million | 100k+ Viewership | 100+ Events | 3h+ Screen Time
- Worked in a team of 24 to execute the 50th edition of Mood Indigo, **world's first fully digitised college cultural festival**.
  - Led and trained a **2-tier team of 80+ volunteers** responsible for the ideation and execution of the visual identity of the fest, designing digital and physical user experiences for the audience, and creating a coherent design and information system for the fest and its workforce.
  - Executed foundational research and built an MVP of a digital platform, aimed at **digitalisation of workforce** interaction and to boost campus community interactions and participation.
  - Conceptualised and executed a **singular web presence 'My Mood Indigo'**, which replaced its fragmented predecessor, with **5M+ hits and 100k+ unique users**.
  - Conceptualised, designed and curated avant-garde content spanning videos and posters for the social media presence of the first verified, most followed college cultural festival in India with **45,000+ Instagram followers**.

### Navnirmiti / Videography

February 2020 - March 2020

- Co-directed and produced the **after-movie** of Navnirmiti's annual Maths Fair 2019 hosting **3000+ students**, which will be shared across the team, corporates, and other NGOs for future collaboration.

### Imaginarium / Design Intern

June 2019 - July 2019

- Worked at Imaginarium's design studio, which provides **custom product and prototyping solutions** to high-value clients across the world.
- Discovered user needs through contextual inquiry and user surveys; created concept affinities to compare ideas.
- Prototyped and pitched a **custom 3D printed fashion utility accessory** to the team, manufactured using bleeding edge **SLS printing technology**.



Portfolio link:  
[rishabhkumar.design](http://rishabhkumar.design)

## Key Projects

### Kakshasaathi Microsoft Teams Extension for Indian Schools

User Studies / Interaction Design || 2020 || Course Project  
 Guidance: Prof. Anirudha Joshi

- Created a **Microsoft Teams extension concept** for a hybrid schooling system in the Indian context.
- Conducted user research to understand user insights and system breakdowns, ideated concepts and validated the final concept with the userbase.

### EZWork One-stop-shop for home services

Service Design / Startup Incubation || 2020 || Course Project  
 Guidance: Prof. Ravi Pooviah

- Created a business pitch for a service connecting home workers and hardware owners with the customers for all their household needs. Did a **mock pitch presentation** to the **Entrepreneurship Cell of IIT Bombay**. Developing a Proof of Concept to take the service ahead and prepare for deployment in 2 Tier-2 cities.

### My MI Mood Indigo's pre-fest presence

Interaction Design / UX Design / User Research || 2021

- Conceptualised and executed a singular web presence for Mood Indigo which replaced its fragmented predecessor. '**My Mood Indigo**' merged 6 services into one, which can accommodate more initiatives as required.

### Sailaab Survival Board Game / AR Projection-Mapping Concept

Game Design / AR Installation || 2019-2021 || Course Project  
 Guidance: Prof. Venkatesh Rajamanickam

- Created a survival-quest **3v1 board game** with a team of 3, based on the theme of rising ocean waters and the fate of Bombay as the sea reclaims it, displacing millions; as part of the course 'Design, Society, Culture and Environment'.
- Pitched an **AR Projection-Mapping** Installation project based on the same concept at **Confluence Ideathon 2021**, where it was shortlisted under the Social Impact category.

### MI Workforce and Community Interaction

Intra-Network for MI Team and IITB Residents

System Design / Interaction Design / User Research || 2021

- Conducted foundational research and charted out a system for intra-communication between stakeholders within the Mood Indigo team and IITB residents, to enable **campus community interactions** and participation across initiatives and events.

## Achievements

### Confluence Ideathon 2021

- Finalist at India's first international art hackathon with the project Sailaab, an **AR projection mapping installation**, which was one of the finalised concepts under the Social Category.

### Garbo/Green Vision

- Participated in The Times Of India's Green Parliament Initiative 2016, where we exhibited a software prototype of a **satellite/drone-based garbage detection** algorithm to the **CM of Uttar Pradesh**.