

# ROHIT NAIK

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## EXPERIENCE

### Ecosense Appliances Pvt Ltd, Goa Industrial Designer

Oct 2024 - Present

- Specialized in **concept generation, product detailing, appliance component design**, and **CMF (Color, Material, Finish) strategies** for enhanced functionality, leading to the development of a refined final product.
- Led product research and development efforts, transforming initial ideas into fully developed, **usage-ready designs** through iterative prototyping and validation processes.
- Contributed to designing packaging, product brochures, and user manuals to enhance product presentation and customer experience.

### Tata Elxsi Limited, Bengaluru Industrial Design Intern

Jan 2024 - Jun 2024

- Contributed in various client projects in **FMCG, Consumer Appliance** commencing from product research, concept generation, to final deliverable product to the clients. Also contributed to create pitch project PPT deck's for clients.
- Designed an **Ultrasonic Dishwasher for urban Indian-centric households** (Final semester internship graduation project "Dishwashing Solution in Indian Households") [Click Here](#).
- Attended the **4-week CMF (Color Material Finish) workshop** conducted by Dr. Prof. Nijoo Dubey of National Institute of Design (NID) Bengaluru, in Tata Elxsi's Industrial Design & Visualization Bengaluru Studio.

### Industrial Design Center - Indian Institute of Technology, Bombay (IDC IIT Bombay), Mumbai Interaction Design Intern (Research Assistant)

May 2023 - Jun 2023

- Assisted in a **research paper** to design and conduct the user research on the topic "Graphical Passwords for Emergent Users" which was a four day recall comparative study on PIN, Passfaces, and Celebrities which consisted on a 4x4 grid.
- Used software's like **SPSS, Figma, and Microsoft Excel to handle user data** which was then used to present an analysis of the security and memorability of the faces used in Passfaces and Celebrities and discuss the implications of results on the design of password mechanisms for emergent users. (View Research Paper: [Click Here](#))

### JCI (Junior Chamber International), Goa Freelance Visual Designer (Remote)

Dec 2020 - Dec 2021

- Designed infographics and visuals for social service programs, competitions, and events conducted by JCI Mapusa, Goa
- Participated in educational, well-being, and, medical awareness campaigns.

## EDUCATION

### Symbiosis International University (India)

Aug 2020 - Apr 2024

Bachelor of Design (B.Des) in Industrial Design (Product Design)

### St. Xavier's Higher Secondary School, Mapusa (Goa)

Jun 2017 - Apr 2019

Higher Secondary Certificate (HSC), Science

## SOFTWARES

**3D CAD:** Rhino 3D, Grasshopper 3D, Fusion 360, AutoCAD, FreeCAD, SketchUp

**Rendering:** Luxion Keyshot, Blender, Octane Render, V-Ray

**2D (Adobe):** Photoshop, Illustrator, InDesign, XD, After Effects

**Collaborative Design Tool:** Figma, FigJam, Miro, Slack

## SKILLS

Sketching (Physical & Digital), CMF Design and Trend Strategy, Physical Mockup Modeling, Physical Prototyping, Realistic Rendering, Personal Scenario Development, Design Research (Qualitative & Quantitative), User Experience Storytelling

## ACHIEVEMENT

### India HCI 2023 (Conference)

Successfully published a research paper in a conference in 2023. (Available on Google Scholar) Springer Link [Click Here](#)

### Fishbowl Challenge 2022 (Finalist)

Designed an IoT based app for an automated beehive for emerging apiarists, and bee farmers for apiculture

## LANGUAGE

**Fluent (Verbal, Written, Spoken):** English, Marathi, Konkani, Hindi