



TANYA VERMA

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EDUCATION.

National University of Singapore

- Major in Industrial design, Bachelor of Arts; Minor in Interactive Media Development

RELEVANT EXPERIENCE.

Sodion Energy – Junior Brand Designer

Mar 2024 – Present

- Designed and produced **15–20 brochures and client-facing pamphlets** (50–100 prints per version), managing end-to-end production from concept to print.
- Produced **product hero shots** by combining photography, renders, and Photoshop, enabling unique branded perspectives for marketing and contextual visuals.
- Developed **product packaging and labeling** for sodium-ion batteries, ensuring compliance with **UN shipping regulations** and adapting designs to country-specific guidelines.
- Coordinated with engineers and management across **Singapore and India** offices to verify dimensions, technical content, and regulatory accuracy, while working directly with Chinese suppliers via WeChat/translation tools.
- Created and delivered **trade show collateral** (booth layouts, banners, wall displays, custom shelving) for Singapore and India markets, overseeing design-to-production and vendor sourcing.

National University of Singapore – Interaction Design Intern

May 2022 – Jun 2022

- Designed and iterated a **DIY-friendly product kit**, focusing on packaging usability, manufacturability, and child-safe handling.
- Developed **instruction manuals, assembly guides, and visual assets** using Adobe Illustrator.
- Delivered a workshop at IMDA's Digital for Life event with 15 children, managing **end-to-end prototyping and user testing**.

Kéva – Founder

Aug 2021 – Aug 2022

- Redesigned a **medicine cup** through 20+ iterations, improving usability and manufacturability.
- Curated **campaign assets** (product video, visuals, Kickstarter page content).
- Launched and fulfilled a **Kickstarter campaign raising 3.5K SGD**, overseeing production planning and delivery logistics.

NUS DID GradShow 2024 – Gradsite Web Designer

Oct 2023 – Jun 2024

- Designed and developed the official GradShow 2024 website with a 4-person team, enhancing UX/UI and showcasing student work to increase visibility and engagement.

Teaching Assistant Roles (NUS)

- CDE5311 Essential Skills in UI/UX Design (Aug 2023 – May 2024) – Curated Figma workshops and created course materials; supported 30+ graduate students in design projects and software use.
- EG3301R Ideas to Proof-of-Concept (Feb 2024 – May 2024) – Guided students in industry-partnered studio with P&G, supporting research, ideation, and design proposals using immersive technologies.

SOFTWARE SKILLS.

Packaging & Print: Adobe Photoshop, Affinity Publisher, Affinity Designer, Adobe Illustrator, Adobe InDesign

Prototyping & Presentation: Figma, PowerPoint

3D & CAD: Rhino 7, Autodesk Inventor, Blender, Keyshot 10