



BHASKARJYOTI DAS

Industrial Designer
Design Strategy Researcher & Developer

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DESIGN INTERESTS



STRATEGIC DESIGN R&D
Design analysis, customer insights, business innovation, new product development, and transdisciplinary co-creation



QUEST FOR SUSTAINABILITY
Designing for circular economy, cradle-to-cradle material usage, usership and resource effectiveness



NATURAL, EVOLVING AND INTUITIVE EXPERIENCE DESIGN
Product innovation for biophilic and intimate user-product interaction experiences

SERVICES



INDUSTRIAL PRODUCT DESIGN



**SYSTEM AND SERVICE DESIGN
CUSTOMER EXPERIENCE DESIGN**



USER EXPERIENCE & BEHAVIOURAL DESIGN



NARRATIVE PHOTOGRAPHY

C.A.D. SKILLS



VISUAL DESIGN

Adobe Photoshop ●●●●○
Adobe Lightroom ●●●●○
Adobe Illustrator ●●●○●
Adobe InDesign ●●●○●
Adobe Premiere Pro ●●○●○



3D MODELLING AND RENDERING

Solidworks ●●●●○
Autodesk Inventor ●●●●○
Autodesk AutoCAD ●●●●○
Autodesk SketchBook ●●●●○
SketchUp ●●●●○
Keyshot ●●●●○
VRay ●●●○●



Hi, I'm on a collaborative journey to design minimal, sustainable and intuitive product-service-systems to facilitate design of future ecosystems for well-being co-living.

Engaging through Systems Design Thinking and Strategic Design Development, I'm interested in synthesizing multiple work streams, facilitate transdisciplinary co-creation, design desirable relationships, evolve designs to future markets, and offer customers an integrated product-service usership experience.



ACADEMICS

- 2017 Masters in Design, Industrial Design (Product Design)**
National Institute of Design, Ahmedabad
- 2014 Bachelors in Technology (Hons), Chemical Engineering**
Indian Institute of Technology, Gandhinagar



PREVIOUS OFFICES

- 2015 Onio Design and Turian Labs, Pune**
Design Research and Product Strategy Design
- 2013 Indian Oil Corporation Limited, Bongaigaon Refinery**
Industrial Training and Refinery Production Study and Optimization Analysis
- 2012 Nuclear Power Corporation of India Limited, Mumbai**
Design of Passive Containment Venting System During Severe Accident of 700MWe PHWR



AWARDS

- 2016 Schmidt-MacArthur Fellowship**
Ellen MacArthur Foundation, United Kingdom
- 2014 Award for Outstanding Performance in Arts and Culture**
IIT Gandhinagar, India
- 2013 Merit Scholarship for Excellence in Arts and Culture**
IIT Gandhinagar, India



PUBLICATIONS

- 2014 Devi: A Journey Through Photo-Poetry,**
Authorspress India (2014), ISBN: 978-81-7273-837-2