Aayush Singh

Trans Disciplinary Automotive Experience Designer
B. Sc in Transportation Design

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Work Experience

Co-president
Indian Student association, Art Center, Pasadena

January 2022 - Present

Organized social and networking events and shared philosophy and essence of the Indian culture . Lead the community to discuss their concerns, interest and suggestion about their life at Art Center. Hosted a community of international incoming students to interact, connect and assisted them to settle down in a new environment.

Teaching assistant
Exterior 4A. Part time

September 2021 - December 2021 (4 months) , Pasadena, California

Provided adequate training and efficiently conducted classes with the help of instructor. Educated students with conceptualization techniques to develop an exterior design proposal and brainstorm research to invoke ideas for expansion of their project.

Industrial designer
Jacuzzi sponsored project. Part time

May 2021 - August 2021 (3.5 months) Pasadena, California

Established modern interpretation of brand and curated a new line of products. Researched market demographic and projected trends to prototype multiple design ideas for product concepts focused to users needs. Redefined the concept of a hot tub with new technologies and formulated a new solutions and experience from marketing to owning the product at home. Explored cmf, branding, marketing iterations to evolve a fresher and trendier brand identity.

Creative design intern
Araavind Automobile. Full time

January 2021 - March 2021 (3 months) , Bangalore, India

Visualize brand identity and developed a theme that resonates with the brand DNA and fits the new EV market . Brainstorm new concepts using AutoCAD Alias, Blender and Photoshop sketch to Conceptualize options of the proposal with focus on exterior design development. Used 3D CAD along with Photoshop sketches and rendering, to quickly develop variety of ideas and refine final proposal for the design studio.

User Experience Designer
Testlab Berlin - Art Center Study Away

September 2019 - December 2019, Berlin, Germany

Researching contemporary issues in Berlin, Germany based on foundational principles of the famous Bauhaus school, now celebrating its 100-year anniversary. Exploring the changing community in Europe to design a lifestyle experience for people form diverse cultural backgrounds be able to find a home-like experience in a Nomadic world. Visited some of the well-known Bauhaus sites in Germany and engage in a team-based project looking at new ways we can interpret Bauhaus philosophy.

Education

Art Center College of Design, Pasadena
B.Sc in Transportation Design, Minor in Business (maintaining 3.5 GPA)

Honors

Provost List (GPA 3.75)
January 2021

Art Center 100 Scholarship
January 2021

Art Center Transportation Department Scholarship
January 2021

Student Gallery
Seat Design Project, Study Models
October 2017

Art Center UG Scholarship
September 2017

Skills

Design - User Experience Design, Automotive Design, Industrial Design, UX/UI Prototyping, UX Wire framing, Brand Identity, Prototype, Interaction Design, User Journey Mapping, Thumbnail ideation, prototype sketches, Lean UX, Systems Thinking, Human Centered Design, 3d modeling and Rapid Prototyping, Design Leadership, Design Sprint Workshops, Market research, Collaborative research, UX Research and Strategy, Insight & Opportunity Mapping, Digital and Physical Prototyping, User Storyboarding

Automotive Design -Visual communication, Concept Development, User research, ideation and prototyping, Vehicle Design, Design process, Ideation, Sketching

Rendering- Photoshop rendering, Photo Chopping, Light manipulation, storyboarding, thematic scenery, environment ideation, doodling, quick ideation sketch, thumbnail sketching

Branding Strategy - Brand identity research, Brand analysis, strategy, User research, Brand development

3D Modeling - Concept development, A-class modeling, Quick Prototyping, 3D Conceptualization, Inspirational modeling , Abstract art

Softwares

Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, Adobe After effects, Adobe Lightroom, Adobe Indesign, Adobe Acrobat, Adobe XD
Figma, Sketch up, Miro
Autodesk Alias, Maya, V- RED, CAD
Blender
Keyshot
MS Office, MS Excel, MS PowerPoint

Languages

Hindi (Proficient)