Maitreyi Bhardwaj

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SUMMARY

Industrial Designer passionate about user experience, product innovation, and strategic design. Focused on creating functional, user-centric, and emotionally impactful solutions through research, prototyping, and design strategy.

LEADERSHIP

Class Representative
IDSA
Tempe, AZ | 2025

Contributor
Design Weave
Tempe, AZ | 2025

AWARDS

- **Dansons Pre-purchase Experience Winner**

- Qualified and achieved national-level ranks in the following design entrance exams:

NID DAT - All India rank - NID Prelims AIR 70
NID Mains   AIR 90

IIT Bombay - All India rank -176

SKILLS

- Human-Centered & Inclusive Design
- UX Research & Design Thinking
- Strategic Problem-Solving & Innovation
- Cross-Cultural Communication
- Project & Stakeholder Management
- Public Speaking & Presentation Skills
- Time Optimization & Workflow Management
- Data-Driven, Evidence-Based Design
- Sustainable & Ethical Practices
- Rapid Prototyping & Iterative Testing

TOOLS

FIGMA	InDesign	Solidworks
Photoshop	Fusion 360	Rhino
Illustrator	Keyshot	Procreate

EDUCATION

Bachelor of Science in Industrial Design   2024 - 26
Arizona State University
GPA - 4   (Dean's List)

Bachelor of Design in Industrial Design   2022 - 24
National Institute of Design AP, India
(Transferred to ASU)

EXPERIENCE

Brand Design Intern
Body Stories | New York, USA | 2025

- **Developed Visual Identity & Brand Assets:** Created a cohesive visual identity, including logos, typography, and graphics to align with the company's mission.
- **Established Brand Guidelines:** Defined brand guidelines to ensure consistent application across all digital and print materials.

User Experience (ASU Sponsored)
Dansons | Arizona, USA | 2024

- **UI/UX Design & Scalable System:** Developed a user-friendly interactive kiosk interface and created a scalable design system to ensure consistent branding across all touchpoints.
- **3D VR Model for Product Interaction:** Designed an immersive 3D VR model to enhance product interaction and improve the pre-purchase experience
- **Customer Research & Cross-Merchandising Graphics:** Conducted research to optimize the customer journey and designed graphics to boost retail engagement through product cross-merchandising.

Environmental UX Design (NID Sponsored)
Government of Andhra Pradesh | India | 2024

- **Collaborated on Design Concepts:** Worked with a team to create the public art wall and exhibition display, focusing on storytelling and visual impact.
- **Managed Installation & Coordination:** Led installation and coordinated with government stakeholders to ensure project success.