

Sidharth Gulati

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## Experience

### Work

#### DC Hive Designer, Part Time

October, 2018 - December, 2019

At DC Hive, as a lead designer of a sustainable energy startup in Netherlands, I researched and analysed emerging users and work trends in office meeting spaces. In order to develop a user oriented form for their Usb-C multi-device charging, display and network product. During the development process I closely worked with engineering team for components fitting and production purpose.

#### Quantified Website Design, Freelance

May, 2019 - June, 2019

I designed, developed and launched a website for a technology startup Quantified for their upcoming temperature oil sensor product range.

#### TedxHk Polyu Design Manager

September, 2017 - January, 2018

Lead a team of 7 designers for designing identity and brand language for TEDx event held at The Hong Kong Polytechnic University.

### Internship

#### Tata Exlsi Creative Mobility Design Intern

June 2019 - August, 2019

Worked on a personal project for developing a creative mobility delivery solution for 2030. During the process I forecasted future trends about society and materials. Further developing persona's, storyboard and journey map from data researched.

Researched and analysed future design language for Panasonic home appliances aiming at improving the market presence of brand in India. Collaborated with team of designers on designing concepts to showcase the chosen design language strategy.

#### Maruti Suzuki India Design Intern

June, 2018 - July, 2018

Research and benchmarking trends on alloy wheels design. Contributing to different concepts for the upcoming production vehicle facelift.

## Education

### The Hong Kong Polytechnic University

August 2016 - August 2020, Hong Kong

**Bachelors of Honors in Product Design**  
Graduating August 2020

### Delft University Of Technology

September 2018 - January 2019, Netherlands

**Exchange Semester**  
**Minor in People In Transit**

### Springdales School

April 2002 - March 2016, Delhi, India

**High School**

## Skills

Persona  
User Research  
Strategy  
Problem Solving  
Service Design  
3D Modelling  
Customer Experience  
Future Insights  
Trend Analysis  
Story Boarding  
Prototyping  
Sketching

## Tools

Adobe Creative Suite  
Solidworks  
Rhinoceros  
Ms Office  
Sketchbook

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### **AGM Technologies Product Designer**

**May, 2017 - July, 2017**

Worked on gathering insights on market trends on houseware products. Laying out a strategy to design new products for new business avenues.

### **Projects**

#### **Slant Clock**

**January, 2019 - May, 2019**

Selected as a funding project out of 25 projects in an entrepreneurship design class.

Worked in a group of 5 on developing the styling, interaction design and technical aspects of the product during the development phase.

Sourcing suppliers and procuring trials for product development in China.

#### **Bangalore Mobility Design 2035**

**November, 2018 - January, 2019**

Lead a team of 4 designers for developing a next generation mobility design system

Collected quantitative and qualitative data in order on various aspects of mobility with aim for developing it a service industry in order to pollute levels

Developing an ideology and designing direction with team members on solving problems by coming up with unique solutions for the city

#### **Hong Kong Automotive Packaging Solution 2020**

**September, 2018 - November, 2018**

Lead a team of 4 designers and engineers to develop automotive packaging solution for 2020

Collected quantitative and qualitative data in forming a persona's and storyboard for developing unique packaging solutions to improve the driving experience in the city

A 3d model along 1:1 mockup model was made in order to illustrate and experience the different solutions.

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### **Eventist Project Collaboration**

**February, 2018 - April, 2018**

Collaborated with Judson Beaumont, owner of Vancouver based Straight Line Designs. To design a concept of dog carrier for scooters and motorbikes. The developed designs were displayed at annual PAWS event held in Stanley, Hong Kong.

### **Achievements**

**The Hong Kong Polytechnic Project Funding Award Worth 30,000 HKD**  
2019

**Designed a dog carrier which was presented at PAWS By The Sea exhibition**  
2018

**Painting chosen by Malala foundation to be posted on the facebook page.**  
2016

**Winner of National Photography competition**  
2015

### **References**

**Chandrashekar Seivur**  
**Senior Designer, Tata Elxsi**

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