



SHREESHA BALASUBRAMANIAN

Industrial Designer

As a dedicated design student, I am committed to exploring new horizons and embracing challenges. I firmly believe in designing for necessity rather than mere invention. My approach involves deeply understanding user needs to seamlessly blend aesthetics with functionality, crafting products that leave a lasting impression. My ultimate goal is to leverage creativity to positively impact diverse fields.

SKILLS

Design Thinking
Idea Generation
Rapid Prototyping
2D- 3D visualization

SOFTWARE

Adobe

Photoshop
Illustrator
InDesign
Premiere Pro

Others

Creality Print
Reaper
Figma
Unreal Engine

CAD & Render

Fusion 360
Rhinoceros
Solidworks
Blender 3D

AutoCAD
Keyshot

WORK EXPERIENCE

May 2024 - July 2024

Symbiotic Tech

Contributed to developing a bicycle ride assist for the prosthetic hand project, handling research, ideation, form development, prototyping, and testing.

June 2022

Craft Documentation

Researched and documented traditional Dokra craft techniques in Kondagaon, focusing on preserving indigenous methods and enriching design heritage under the guidance of esteemed national awardee Mr. Rajendra Baghel.

June 2021

Happy Earth- Home & Lifestyle

During this internship, I actively designed sustainable and Eco-friendly products using industrially recycled felt waste.

Since May 2021

Freelance 3D Modeling and Graphic Projects

Collaborated with various businesses to create logos, product visualizations, brand identities, and social media content.

ACHIEVEMENTS

Secured four Design Registrations and one Design Patent for innovative product concepts.

1st place in the National KalaUtsav 2020.

Recipient of the Bala Kala Ratna Award, 2018.

LANGUAGE

English | Fluent Hindi | Proficient

Telugu | Conversant Tamil | Native

CONTACT

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Be [behance.net/shreeshaabala](https://www.behance.net/shreeshaabala)

📷 [instagram.com/shreeshaa.design/](https://www.instagram.com/shreeshaa.design/)

POTFOLIO WEBSITE

🌐 [shreeshaadesign.net](https://www.shreeshaadesign.net)

EDUCATION

2024, Vancouver BC

Bachelor of Design (exchange)

EMILY CARR UNIVERSITY OF ART+DESIGN

B.Des, Industrial Design

2021-Present, Delhi

Bachelor of Design

WORLD UNIVERSITY OF DESIGN

B.Des, Product Design

2018-2019, Salem

Higher Secondary

SENTHIL PUBLIC SCHOOL

Physics, Chemistry, Math, Computer Science