

MADHURA CHAVAN

Strategic Designer
Institute of Design. IIT Chicago

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Objective :

Seeking full time job, internship in a consumer centric, design driven industry.

Summer Internship : SC Johnson

Design Intern : New Products : 05.09 - 08.09

Worked on creating a design strategy for a new decor product.

- >> Planned retail presence in the DIY , lifestyle and mass segment stores.
- >> Looked at positioning of the brand and how it can extend to entire home decor.
- >> Found new user segments/ applications where the brand could be placed
- >> Created a Style guide that defines the brand image and positioning

PREVIOUS WORK EXPERIENCE

Principal Designer- Brand Marketing. Asian Paints Ltd. India 08.06 - 07.08

Designed and co-ordinated various marketing initiatives around 'Color in Home Decor' for the leading paint manufacturing company.

Handled all brand communications across media - print, web, press, launch events, direct mailing etc
Helped in the process of elevating the brand image from being a paint manufacturer to a decor leader.

Design Researcher - Industrial Design Centre. IIT Mumbai . India 01.06 - 07.06

worked on bamboo-cane product lab and as a TA for 'Elements of form' course.

Product Designer - Clear Plastics Ltd. Mumbai. India. 01.05 - 08.05

designed plastic packaging solutions for the CPG industry, including shampoos, edible oil etc.

Freelance Design Researcher - Lawton and Yeo Ltd. Singapore. 01.04 - 01.05

worked as a contract-researcher in the digital-devices consumer markets in India.

ID PROJECTS

Strategic Design Planning projects - with Prof. Patrick Whitney, Prof.Larry Keely

New avenues for Autodesk, Inc. : Identifying new opportunities and planning the future strategy

BETTR@ : Electronic Learning Record for the John D. and Catherine T. Mac Arthur Foundation.

FISH EYE : A platform designed to calculate the 'Value per sq.ft' of homes, for buyers in mega-cities.

User Research project : with Ben Jacobson (Conifer Research)

Observed the student activity center of IIT campus for suggestions of improvement and re-design.

Design Methods and Process projects : with Prof. Vijay Kumar

Data Visualization : Made interactive visualizations of complex data for easy processing

Design Analysis and Synthesis : Analyzed the 'Note taking' activity and industry .Created new options and design-solutions for improved note-taking for the users.

GPA : 3.8/4.0

INTERESTS Innovation strategies, portfolio planning, brand marketing, packaging, advertising, retail industry, color, interior decor and styling.

EDUCATION

MDes. Institute of Design.IIT
(expected 2010)

GDPD (BDes equivalent)
National Institute of Design.
INDIA 2000 - 2005

(Other qualifications)

M.A. English Literature

B.A. Psychology

Mumbai University. INDIA

ACTIVITIES

Core Organizing committee -

>>RecruitID Feb 09

>>Design Research

Conference (by ID) Fall 2008.

Also, Volunteer at IxDA 2009

(Ex member of CMG USA.)

SKILLS

MS Office, Corel Draw

Adobe Suite CS4,

Rhino (3D CAD)