



# - PRANAV BABU

INDUSTRIAL DESIGNER

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As an **innovator**, I aspire to adapt strategies for accessing the emotional context of the people whom I design products, services, and experiences for. I intend to learn relevant technologies, skills in modeling and forecasting innovative trends, thinking strategies in the design world and focus my creativity on the production of visible and usable creations.

## EDUCATION

SAVANNAH COLLEGE  
OF ART & DESIGN  
(SCAD) 09/2018 - 05/2022

Savannah, GA, USA

B.F.A. INDUSTRIAL DESIGN  
PRODUCTION DESIGN MINOR

### Magna Cum Laude

- Dean's List Honors
- Academic Honors
- Achievement Honors

## SKILLS

- CAD Modeling
- Rendering
- Prototyping
- Graphic Design
- 3D printing
- Sketching
- Design for Manufacture
- User Experience Design
- User Interface Design
- Contextual Research
- Tech Drawing Manipulation

## SOFTWARES

- Rhinoceros 3D
- Keyshot
- Blender
- Solidworks
- Adobe Creative Suite
- Figma / XD
- Autodesk AutoCAD
- MS Office
- Miro
- Canva

## EXPERIENCE

### ASSISTANT PRODUCT DESIGNER

07/2022 - Present

#### ROBERT MARC AND MORGENTHAL FREDERICS (LOH)

Collaborated closely with the Creative Director to conceptualize, 3D model, render and prototype luxury eyewear concepts for production

### DESIGN / PRODUCT DEVELOPMENT INTERN

03/2022 - 06/2022

#### ROBERT MARC AND MORGENTHAL FREDERICS

Conceptualized designs for luxury eyewear products

### UX DESIGN INTERN

08/2020 - 09/2020

#### CYNTRA LABS

Designed the User Interface for an app along with creating other design elements for presentations

### DESIGN INTERN

06/2019 - 08/2019

#### RECKITT BENCKISER

Led and executed the re-branding of a new branch of the office and additionally created new design elements for the Global Hub

### SAVANNAH COLLEGE OF ART AND DESIGN

#### SCAD PEER TUTOR - INDUSTRIAL DESIGN

06/2021 - 05/2022

Coached Industrial Design students and assisted them with any doubts related to 3D modeling, sketching, conceptualization, contextual research, time management.

#### SCADpro x SEDA (Industry Collaboration)

01/2021 - 03/2021

#### DESIGNER - STORYBOARD ARTIST - DOCUMENTATION LEAD

Developed an immersive experience for Savannah Economic Development Authority's (SEDA) new conference room to encourage partnerships

## AWARDS

### INTERNATIONAL DESIGN AWARD

01/2023

Honorable Mention in International Design Awards (IDA) 2022.

### EUROPEAN PRODUCT DESIGN AWARD

07/2022

Honorable Mention in European Product Design Awards (EPDA) 2022.

### PARMIGIANO REGGIANO DESIGN COMPETITION

07/2022

Top 100 projects in the "eating" category.