



- 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
- Procurement & Shipment

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, prototype and market luxury eyewear concepts for production
- Coordinated procurement, shipment, and process improvement for high-end buffalo horn frames, managing orders directly between stores/clients and overseas factories

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.