

trusha chandan

Product Designer

Education

ArtCenter College Of Design Pasadena, CA
Bachelor of Science Degree in Product Design

- Specializing in UI/UX Design
- Minor in Business

INSEAD Business School Singapore
Minor in Business (01/2020 - 04/2020)

- Selected amongst 30+ students for study away program for 4 months.
- Ranked 4th among 50+ applicants in INSEAD’s 46th Investment Venture Fund Competition

Experience

Design Thinking and Business Coach Remote, Singapore
DTCB INSEAD, Freelance (02/2020 – Present)

- Coached 70+ industry professionals in Design Thinking and Business and guided 1 on 1 through the course.
- Helped frame problem statements, formulate insights, creating user journeys and user personas, help ideating concepts and user testing.

Chief Experience Officer, CXO London, UK
Out Of Office Spaces, Self Employed (04/2020 – 12/2021)
<https://outofficespaces.com/>

- Co-Founded B2C Startup with 5 professionals from INSEAD Business School in London by helping next generation of hybrid working professionals connect to productive workspaces based on working needs.
- Established key design decisions and developed an intuitive end-to-end user experience of the system for mobile and web platforms.
- Formulated design strategy and collaborated with 10+ hotels and implemented lean start up approach to build an MVP. Tested series of prototypes to test market viability with 30+ users.
- Pitched our business concept to multiple investors and investment group like Antler group to raise funding.

Teaching Assistant Pasadena, CA
ArtCenter- Advanced Interaction Design Class (08/2021–12/2021)

- Co-ordinated with 8+ students to communicate ideas and designs by giving feedback on their projects regarding user interaction flows, visual design, user research and user experience design.

ArtCenter- Intro to Automotive UX Class (08/2021–12/2021)

- Guided 15 + students to help improve projects by giving design critics in collaboration with automotive experts from Honda and Kia.
- Taught students to create user experience scenarios for mobility ecosystems, future forecasting and build new innovative automotive business models.

Volunteer Ahmedabad, India
Yuva Unstoppable (06/2016–12/2016)

- Taught young children in schools and spread awareness about advantages of educating girls in rural areas.

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Projects

Step Up Ecosystem (03/2020)
INSEAD Product Management Class

- Led and designed a fitness ecosystem for the elderly that comprises of an iOS mobile app and a hardware, fitness bot that helps elderly stay fit and healthy right from the comfort of their home, using material design guidelines in cross functional team of 6 with MBA students from INSEAD Business School.
- Communicated with Google engineer to develop the app using Figma and Principle for usability testing.

Re:pack Luggage – Materialize Shanghai (08/2019)
Sponsored by Neuni Material Design Studio, Shanghai

- Partnered with 2+ factories from China to develop a working prototype of repack.
- Invented a new sustainable material which is patent pending from recycled plastic and recycled aluminum from the airline industry with helps to make the luggage 80% lighter, sturdier, and recyclable.
- Presented the concepts in front of 80+ industry professionals, business stakeholders and non-designers.

Peugeot Sponsored Project (03/2018)

- Selected among 30+ students to participate in the class and pitched the concept to 5 Peugeot Designers. project currently under NDA.
- Partnered with graduate transportation design students in a multi-disciplinary team of 6, to enhance the user experience and formulate new innovative business models for future of transportation for 2035.

Awards and Recognitions

New Material Application Award by Neuni and Design Shanghai (02/2021)

Showcase of repack at Matter Matters Exhibition at Hongkong Land Art Festival, Design Shanghai, and Design Beijing (11/2020)

Publication of repack in IDEAT’S New Materialism Magazine No.67 (11/2020)

Best Business Venture Awarded by Lake Star through INSEAD for Out of Office Spaces (previously “All About Space”) (10/2020)
<https://blogs.insead.edu/innovation-competition/>

Acquired BusinessBecause MBA Startup of 2021 Award for Out of Office Spaces (04/2020)
<https://www.businessbecause.com/news/mba-degree/7342/mba-coronavirus-startups>

Acquired Licensing and Distribution Agreement for 5 years with Neuni for production of repack (12/2019)

Interests

Baking, Watching Sci-fi, Animated movies, Playing Soccer (National Level Player), Badminton, One wheel, Roller/ Inline skating & Ice skating

Skills

Design Skills

User Experience Design	User Centered Design	Information Architecture
Interaction Design	User Research	Storyboarding
Business Strategies	Wireframing	Sketching
Critical Thinking	Trend Mapping	Conceptual Modeling
Leadership	User Personas	Industrial Design
Branding Strategies	User Journey mapping	Graphic Design
Design Thinking	Rapid Prototyping	Motion Design
Storytelling	User Testing	User Interface Design

Digital Design Softwares

Figma	Marvel
Adobe Creative Suite	Framer
Microsoft Office Suite	Webflow
Adobe XD	Unity (AR)
Sketch	Keynote
InVision	Lens Studio
Principle	Miro
Unreal Engine (VR)	Python

3D Softwares

Rhinoceros
Keyshot
Gravity Sketch
Substance Painter