



Tejasvi Arya

Roll Number: 194205033

M.Des - Master in Design

Indian Institute of Technology Guwahati

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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.des	Indian Institute of Technology, Guwahati	9.28	2019 - Present
B.Arch	University of Mumbai	64%	2013
H.S.C. (12th)	Maharashtra State Board of Secondary and Higher Secondary Education	66.50%	2008
S.S.C. (12th)	Maharashtra State Board of Secondary and Higher Secondary Education	79.50%	2006

Experience

- UX Intern at OLX, Gurgaon** *May 2020- July 2020*
 - Analyzed data from multiple sources to develop consumer insights; conducted interviews and focussed group discussions
 - Facilitated a brain-storming session to understand the consumer journey and pain points
 - Ideation and design concept generation for brand recognition based on consumer insights
 - Collaboration with different team members for the generation of the concept in video format
- Project Architect at KASU, Goa** *Sep 2017 - June 2019*
 - Managed a crossfunctional team which included Architects, Interior designers, Service designers, Structural Engineer, Liasioning Architect etc.
 - Project lead, ensuring end to end project management for Design development, Sanctioning Architectural drawings, Site coordination and execution for luxury villa projects
 - Responsible for developing client relationships and growth of accounts
 - Vendor management for execution of projects; Negotiation with contractors
- Senior Architect at Arvind Dsouza Architects, Goa** *Jan 2014 - June 2017*
 - Responsible for Architecture Design, Conceptual planning, Schematic Design, Design development, Sanction drawings, Site coordination and Execution
 - Client presentation for Design proposals; Serve as an advisor for vendors and materials
 - Co-ordination with contractors for site execution as per the timeline of the project
- Architect Intern at Mozaic, Dean Dcruz, Goa** *June 2013- September 2017*
 - Involved and assisted the lead architect in Architecture Design, Conceptual planning, Schematic Design, Design development on the project - Mahindra Resorts, Assonara

Projects

- OLX Impression** *July 2020*
Mentor: Ayushi Gupta
Ideation on brand sensorial experience for OLX Autos which involved a combination of senses to trigger emotions through User Experience leading to Brand recognition
- Experiments in Social Interaction for Community wellbeing: A Design Approach** *May 2020*
Mentor: Prof. Ravi Mokashi Puneekar
A design intervention for students with similar interests of IIT Guwahati to interact and grow as a community which in turn enhances their mental wellbeing.

- **Design Management for Bastar Wooden Arts and Crafts**

December 2020

Mentor: Prof. Pratul C. Kalita

Designing a business model and direct marketing channel which directly helps in uplifting the ecosystem of crafts in Bastar.

- **KASU VANA and ZAMA, Goa**

May 2020

Position: Project Architect

Kasu Vana and Zama involved design and development of luxurious villas for a niche audience in Assagaon and Vagator, Goa

- **OHANA, Assagaon, Goa**

May 2017

Position: Project lead

Ohana Homes involved design and development of Portuguese style villas for international clients

- **Verem Villas, Verem, Goa**

May 2017

Position: Project lead

Interior design Project in Verem for Ms Pheroza Godrej from schematic to site execution.

Technical skills

- **Design Skills:** Design Thinking, User Research, Interaction Design, Ethnography, Heuristic Evaluation, Journey and Experience Maps, Wireframing, Prototyping
- **Design Tools:** Adobe Photoshop, Adobe Illustrator, XD, Indesign, Miro, Adobe Rush, Autocad, Google Sketchup, MS Office tools.

Positions of Responsibility

- **Department Placement Representative:** Interacted and liaised with HR representatives of Corporate Organizations; Conduct, supervise and manage the placement drive at the campus
- **Project Lead, Arvind Dsouza Architects:** Coached and mentored a team of interns working under me on a housing project in Goa
- **Administrative Secretary, Student Council:** Managed a team of juniors students for campus events; Budgeting and managing funds

Achievements

- **International Exchange Programme:** Selected for an exchange programme at **GAFA University Guanzhou in CHINA** for study on the course of ethnography

Extracurriculars

- **Design workshop:** Teaching Assistant for KRVIA introductory workshop.
- **Exchange Programme:** Participated in 2-week exchange programme along with students from GAFA University China on understanding Microurbanism in Indian Context.

Key courses

- Interaction Design
- Design Methods
- Usability Engineering*
- Graphic Design
- Creativity Innovation and Design Management*
- Design Semantics *

** To be completed in Nov 2020*