

SHRIYA GOTHİ

About Me

As a creative, colours inspire me. I like to observe, empathize and conceptualize ideas. I love to focus on the aesthetics of a product while also solving problems. I would like to make efficient use of my time and provided opportunities, by pushing my ability to innovate. Being a face painter has also made me learn the importance of patience and time.

Education

United World Institute of Design
B.Des (Product Design)
Gandhinagar, India (2019–2023)

SVKM's Mithibai College
Commerce
Mumbai, India (2017– 2019)

Bai AvaBai Framji Petit Girls' High School
I.C.S.E
Mumbai, India (2004–2017)

Expereince

● TATA Motors

CMF Designer (October 2023–Present)
–CMF conceptualisation for current and future projects.
–Mood boards and consumer profiling.
–Customer trend research and future forecasting.
–Realisation of concepts and production.
–Prototyping and creating samples.
–Material and Colour development with suppliers.

● Hamilton Housewares (Milton)

CMF Design Intern for my Graduation Project (January–May 2023)
–Worked on various CMF concepts for different age groups and trend research.

● OH! Design Studio

Summer Internship (June–August 2022)
–Did various projects on branding, packaging and logo design for leading FMCG brands.

● Social Media Content Generation

Made social media promotional videos for brands like Estee Lauder, Dell, Amzon Alexa, MAC Cosmetics, Too Faced, Levis, etc, to name a few.



Get in touch

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Digital Skills

Autodesk VRED
Keyshot
Adobe Illustrator
Adobe Photoshop
Autodesk Fusion 360
Procreate
Adobe Lightroom
Adobe Premiere Pro
Figma

Analogue Skills

Conceptulization
Colour Psychology
Trend forecasting
Quick mockups
Branding
Brainstorming
Design Thinking

Interests

Painting
Makeup
Face and body painting
Swimming
Editing
Photography