



# ANANYA YADAV

## PRODUCT DESIGNER

I aspire to create solutions that seamlessly integrate functionality, aesthetics, and sustainability. I thrive on both working with tangible products and the creative visualization offered by tools like Rhino, Keyshot, and Photoshop. With an inclination towards understanding users and stakeholders, I dive deep into research and analysis to truly empathize with their needs. An avid learner, I am keen on exploring and experimenting with new materials. Being in my 6th semester, I'm adept at handling fast-paced, time-bound projects. My aim is to leverage my skills and creativity to improve human experiences, especially for those often overlooked, all while keeping sustainability at the forefront.

## CONTACT

### Phone

7427870875

### Email

[ananyayadav321@gmail.com](mailto:ananyayadav321@gmail.com)

### Portfolio

<https://portfolio.cept.ac.in/student/ananya-yadav-ubd21294>

## EDUCATION

### CEPT University, Ahmedabad

Bachelor's in Design (Product Design Hons.)  
2022 - 2026

### UID, Karnavati University, Gandhinagar

Foundation Year in B.Des.  
(Product Design Hons.)  
2021 - 2022

### BVB Vidyashram, K.M. Munshi Marg, Jaipur

2009 - 2021  
12th score - 94 %  
10th score - 95.2 %

## SKILLS

### Discover

Ethnographic Research, User Interviews

### Define

Mind Mapping, User Persona, Analysis

### Develop

Ideation, Sketching, Rapid Prototyping

### Deliver

CAD & Rendering, Technical Drawings

## PROJECTS AT CEPT

### RATN: A Rattan Weave Laptop Companion

July 2023 - November 2023

Faculty: Rebecca Reubens

<https://portfolio.cept.ac.in/2023/M/fd/beyond-mainstream-materials-bd2007-monsoon-2023/ratn-a-rattan-weave-laptop-companion-monsoon-2023-ubd21294>

A two-in-one laptop case cum stand conceived at an intersection of craft and sustainability by integrating local crafts (Rattan weaving), and sustainable materials

### KHACHAKACH: A Dustpan for the Jhadu

January 2023 - May 2023

Faculty: Gaurang Shah

<https://portfolio.cept.ac.in/fd/elements-of-form-and-space-bd2004-spring-2023/khachakach-a-dustpan-for-the-jhadu-spring-2023-ubd21294>

Form development of a dustpan derived from an intersection of several radii which were obtained from the ergonomics of the act of sweeping

### UNWIND: A Digital Detox

July 2022 - November 2022

Faculty: Subin Jameel | Tushar Rajkumar

<https://portfolio.cept.ac.in/fd/hybrid-work-place-ir2038-monsoon-2022/unwind-a-digital-detox-monsoon-2022-ubd21294>

A space visualisation of a workplace for software developers that allows focused digital work as well as encourage detox from the digital

## SOFTWARES

### Proficient



Rhino 3D

Keyshot

Photoshop

Indesign

Illustrator

AutoCAD

SolidWorks

Grasshopper

Zbrush

### Amateur

## ACHIEVEMENTS

### 1st Runner up, ADI Battle of Projects 2024

Ratn: A Rattan Weave Laptop Companion

### School's Subject Topper in Economics, AISSCE 2021

Bhartiya Vidya Bhavan Vidyashram, K.M. Marg, Jaipur