

Sarang Kusale

M.Des. (Industrial Design)

IDC, IIT Bombay

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Maharashtra, India.

DATE OF BIRTH: 13th Nov. 1983

LANGUAGES KNOWN:

English
Marathi
Hindi

MAJOR INTERESTS:

Creative Problem solving
Design Innovation
New Product Development
User Centre Design
Consumer & Lifestyle products
Educational Game Design

EXTRA CURRICULAR:

Event Coordinator for a national event, 'Design Experience Seminar 2009' organized by IDC IIT Bombay

Event Coordinator for 'Design Workshop for children- 2009' at IDC IIT Bombay (10th June 2009)

Speaker and facilitator in the national level 'Innomath workshop' for Teachers, organized by IDC IITB and Kendriya Vidyalaya. (28th May 2009 to 4th June 2009)

Conducted 'Creative sessions: Origami' at Kendriya Vidyalaya IIT Powai for high-school children (Dec 2008 to March 2009)

Facilitator for the following workshops, conducted by Prof. A. G Rao & organized by Pomegranate Workshop.

'Creativity Workshop with Corru-Fun-do-sticks' for children- at NCPA, Mumbai (21st Jan 2009)

'Creativity Workshop' for children- at P. L. Deshpande Academy, Mumbai (14th,15th,21st & 22nd February 2009)

'Workshop on Golden proportions, spirals and symmetry' for children - at P. L. Deshpande Academy, Mumbai (20th, 21st 27th and 28th September 2008)

Fist prize in "Brisk Bristle Competition", Mood Indigo, IIT Bombay, 2007

'Dr. B M Domkundwar Award for the Best performance in Arts and craft activities' for the year 2003-2004 from Govt. College of Engineering, Pune (COEP)

Editor and Illustrator for the COEP's College Magazine, 'Abhiyanta' for year 2003-2004 and 2004-2005

Arts and Craft Secretary for the year 2003-2004 in COEP

Creative member of Annual Social Gathering Organizing Committee, COEP in 2003 and 2004.

ACADEMIC QUALIFICATION

Master of Design (Industrial Design)
Industrial Design Centre, IIT Bombay
(July 2007- June 2009)

Current CPI 9.33 on a scale of 10

Bachelor of Engineering (Mechanical)

Govt. College of Engineering, Pune

University of Pune, Maharashtra

(Aug 2001- June 2005)

INDUSTRIAL EXPERIENCE:

Internship Project: (May 2008-June 2008)

Designing industrial safety helmet for European market

Udyogi Plastic Pvt. Ltd, Kolkata.

Project Engineer (July 2005- June 2007)

Trans Tech Turnkey Pvt. Ltd., Pune.

Handled Mechanical Design, Project Planning

& Plant Installation and Commissioning

Coordinated the Lump Sum Turnkey project

Reporting to the director

RELEVANT SKILLS:

Creative and Innovative thinking, Brainstorming,
Conceptualizing, Sketching & Rendering, Form explorations,
model making, Paper-craft, Photography

Software skills

Pro-E, Auto-CAD, Rhinoceros, Hypershot, Alias (Beginner)

Photoshop, Adobe InDesign

DESIGN PROJECTS:

DESIGNING WEARABLE PRODUCT FOR CORPORATE PROFESSIONALS

This project is a process of design of wearable product, for communication and entertainment for young professionals, up to 30 years old, who are working in corporate culture. This product will add a new dimension in to their personality, with the help of wearability, aesthetic beauty and deeper level of interaction.

M.Des. Curriculum, Project-III (Jan 2009 to May 2009) under guidance of Prof. B.K.Chakravarthy

PLAY AND LEARN KIT FOR SCHOOL GOING CHILDREN

At high-school level, there is an absence of connection between education and playing. Considering this gap 'play and learn kit' (AkaarNitee) is designed and developed for children of 12 to 13 years old, to introduce the way of experiential learning for the concept of Volume. This kit is developed by creating a strategy based game environment, such that children will enjoy and develop their logic, strategy as well as tacit knowledge in the domain of volume by encouraging the play.

M.Des. Curriculum, Project-II (July 2008 to Dec 2008) under guidance of Prof. A. G. Rao

TESTING OF PLAY AND LEARN KIT

This is a research based project in which the testing of a volume based educational game kit i.e. AkaarNitee; is carried out. The details of the feedback are well documented in form of research report and also a booklet is designed to illustrate the applications of volume measures.

M.Des. Curriculum, Special Project (Dec 2008 to Feb 2009) under guidance of Prof. A. G. Rao

DESIGNING INDUSTRIAL SAFETY HELMET

A design consultancy project for Udyogi Plastic Pvt. Ltd.

Aim of the project is to design innovative industrial safety helmet, which will address the comfort of user and should have its own style statement targeting the European and Asian market.

M.Des. Curriculum, Project-I (May 2008 to June 2008)

Styling of electric two wheeler for CEO's in plant visit.

M.Des. Curriculum, under 'Advanced Studies in Form' by Prof. K. Munshi

Bicultural design: Furniture for using Indian cutting knife in the contemporary kitchens

Product semantic: Understanding 'chair'ness of chair

M.Des. Curriculum, under 'Designerly Way of Thinking' by Prof. U. A. Athawankar

Designing an innovative spoon for kids

M.Des. Curriculum, under 'Product Interaction Design' by Prof. B. K. Chakravarthy

Designing a Mobile cart for Tamale vendor from Pilsen Village, Chicago

(Remote research based collaborative project between IIT Bombay & IIT Chicago)

Workstation redesign – Classroom furniture for IITB Students

M.Des. Curriculum, under 'Applied Ergonomics' by Prof. G.G.Ray

'Expressions for Table top timepiece'

Understanding of the elements of form to express the desired emotion in product.

'Abstraction from nature' The abstraction is developed as a form by understanding and enhancing the characteristics of the chosen natural entity, Peacock.

'Abstraction of Tetrahedron' understanding the characteristics of a form by understanding the positive and negative spaces and developing an innovative form.

M.Des. Curriculum, under 'Elements of Design' by Prof. A, G. Rao

Designing a LED illuminator for manual precise level working

M.Des. Curriculum, under 'Sem-1 Project' by Prof. B. K. Chakravarthy, Prof. Bapat

'Emotive form' Developing a form to enhance the emotion expressed by an Image

Developing innovative form with Topology

M.Des. Curriculum, 'Study of Form' by Prof. B. K. Chakravarthy

HOBBIES:

Origami, Sculpture making, Craft, Paper-craft, Photography, Trekking - Travelling and eager to learn new things.