

# Shaurya Rastogi

User Experience Designer

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13th F Main Rd, Doopannahalli  
Indiranagar, Bangalore  
Karnataka, INDIA.

Contact | rastogi.s.shaurya@gmail.com  
+91 966 39 17 620

## PERSONAL STATEMENT

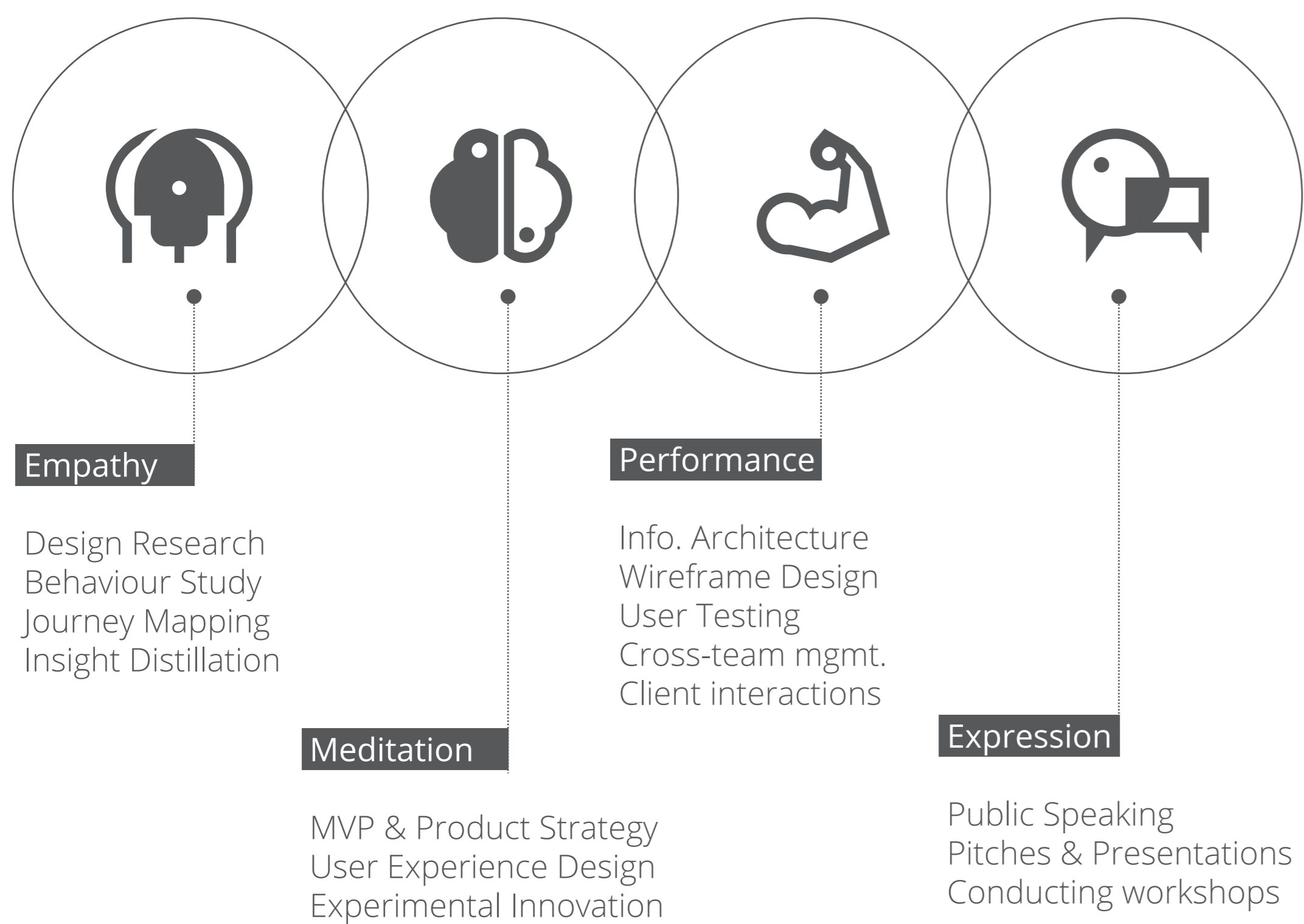
*Einstein had put it in the best way - as our circle of knowledge expands, so does the circumference of unknown surrounding it.*

*As I learn & grow each day, I am humbled by the expanse of what lies out there, and what lies within.*

*I see design the same way... The farther I reach, the more there is to discover, more to connect & more to interpret. I see design as a multifaceted entity with each element being mutually inclusive of another. The closer I look, the boundaries between disciplines appear more blurred. It is the dance we do of calibrations & balances, of inventions & discoveries, of being found & lost to arrive at an answer of inherent beauty.*

*In an everlasting pursuit of beauty, meaning & alignment - within & without - lies my peace.*

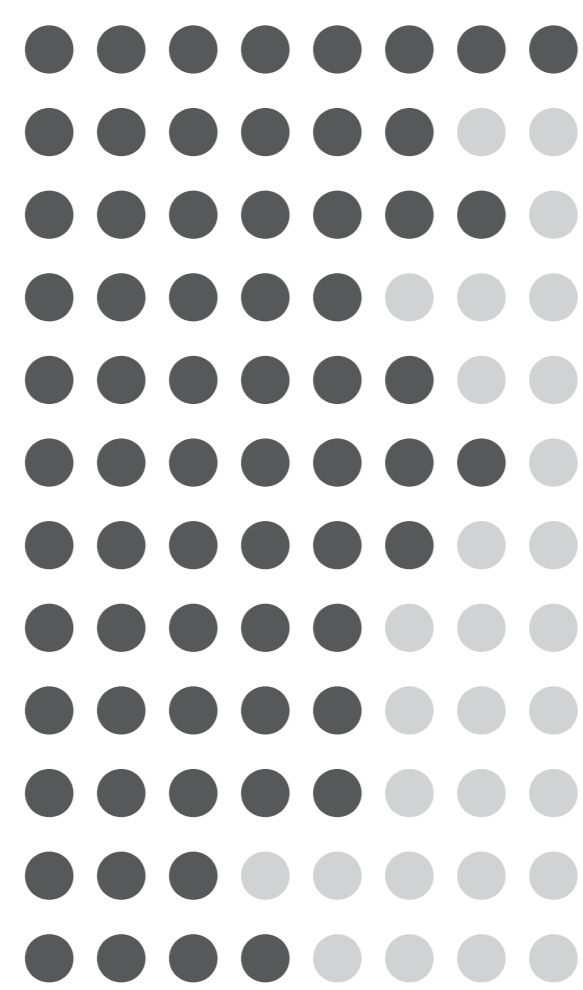
## MY SPECIALITIES



## DESIGN SKILLS

### 01 Software

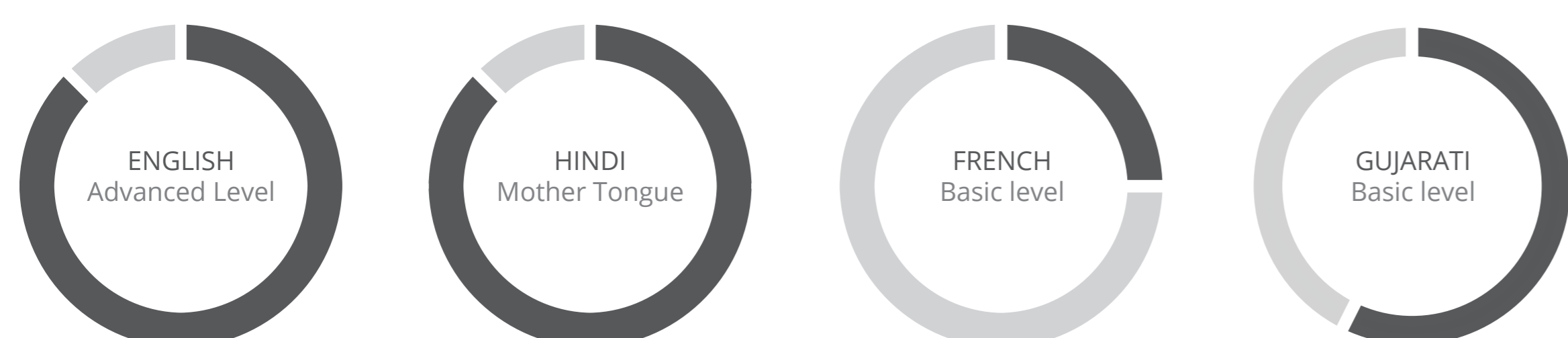
Adobe Illustrator  
 Adobe XD  
 Adobe InDesign  
 Adobe Photoshop  
 Adobe Premier Pro  
 InVision  
 Axure  
 Solidworks  
 Keyshot  
 AutoCad  
 Adobe AfterEffects  
 Arduino & Processing



### 02 Hardware

Arduino & Sensors  
 Most workshop prototyping tools like lathe, drill, sander, wire saw, jigsaw, etc.  
 Experience with 3D printing, laser cutting & glass blowing

## LANGUAGE SKILLS



## EDUCATION

- From 2011 to 2015.  
Product & Interface Design.  
Valedictorian - Srishti School of Art, Design & Technology. Bangalore.
- From 2010 to 2011  
AISSE (10+2 grade) in CBSE. Stream - Science (Physics, Chemistry & Maths)  
Navrachanan Higher Secondary School. Vadodara.  
Score - 92.4%
- From 2008 to 2009  
AISSE (10th grade) in CBSE.  
Navrachana Higher Secondary School. Vadodara.  
Score - 90%

## WORK EXPERIENCE

**2y7m** August 2015 till present  
User Experience Designer  
Tata Elxsi

### Role

UX Design | Product Strategy | Design Research | Conceptualization | Storyboarding | Information Architecture | Wireframing and Prototyping | Visual Design feedback | User Testing | Coordination with Visual Design & Engineering/Development teams | Point of Contact for Global & Local Clients | Business Proposals & Pitches | Client Collaborative Workshops

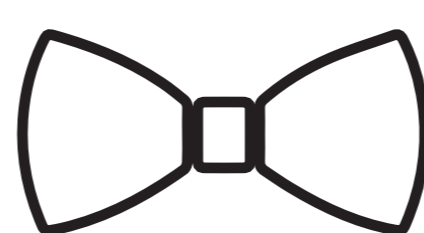
**0y2m**

May, 2014 till June, 2014  
User Experience Designer, Internship  
Tata Elxsi  
*Developing a HUD infotainment system for future Jaguar Land Rover cars. Benchmarking & detailed study of all competitor luxury brand automotive HMI designs.*

**0y2m**

May, 2013 till June, 2013  
Product Designer, Internship  
Sahil Sarthak Design Studio  
*Developing decor products by studying lifestyle trends in the middle & upper-middle class homes. Integrating local craft practices & creating contemporary pieces.*

## WORK OUTSIDE OFFICE



TV Show Host  
'Engineer This' - Season 1 & 3  
Channel - ZeeQ

*'Engineer This' is a show designed to stimulate the grey cells of our young viewers. It is a show based on compelling children to think about various usages of materials available around them & create an innovative magnum opus of their own. The show aims to nourish & bring out the ingenious side of a child.*



Workshop Conductor  
Design for Change - 2014,15,16,17  
A global initiative by Kiran Bir Sethi

*Design For Change (DFC) is an award winning global movement led by children. DFC uses design thinking through the four easy steps of Feel, Imagine, Do & Share, to help children find new answers for challenges big & small. It thereby empowers the children to lead change in the world.*



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## FEATURED PROJECTS FROM THE WORKPLACE

### Spintales - *Tilt, Welspun*

Augmented reality | Textile | Kids | Infotainment

Winner of CII Design Award - Overall Category Winner for Visual Communication

Winner of CII Design Award - Interaction Design

Tata Elxsi

A different dimension to innovation in textile, Spintales is an augmented reality storytelling and infotainment app for kids. The physical form factor of a textile product (kids' duvet & rug) with fantastical illustrations is used as an AR trigger in the app to weave stories & take the kids through an imaginative journey.

### India's First Android Set-Top Box - *Bharti Airtel Ltd.*

Television UX & UI | Android

Winner of 'Best Tech peripheral of the year' at NDTV Gadget Guru awards

Tata Elxsi

India's first Hybrid DTH Set-top box, powered by Android TV, brings the best of Online World to the TV screen in a seamless amalgamation with Linear TV. It takes the first step towards a new generation of television interfaces by opening doors to a new ocean of opportunities in the media, entertainment & automation industries.

### Automotive Interfaces in 2025 - *Daimler - Mercedes Benz*

Automotive UX & UI | Future Focus | Competitive Pitch

Finalist for being a design & strategy partner with Mercedes Benz for futuristic interfaces

Opened new business avenues & collaborations with Mercedes Benz

Tata Elxsi

Expanding boundaries of the idea of a 'car' to mobility as an aspect within a whole ecosystem of user needs was the key endeavor in this exercise. Features & interfaces were designed for the 'Mercedes Car of 2025' as well as the ecosystem it would exist in while anchoring all offerings to the core brand essence.

### Teleconsultation App for healthcare - *(Client name can't be disclosed)*

Smart Healthcare | EHR Integration | Teleconsultation

Tata Elxsi

Acting as the central point for all doctor consultations & medical history, this platform aims to connect users to the right doctors through an immersive flow. Patients can describe their issue through an interactive UI to be suggested suitable specialists or directly connect with known ones for video tele-consultation. The app makes the remote consultation a breeze by offering a multitude of needed features pre, during & post the consultation.

### Business Media Phone (VWX 101 & 201) - *Toshiba*

LCD Dot Matrix Screen HMI | Communication | 100+ Features in a 2.5 inch display

Tata Elxsi

Extension of the larger ecosystem of the VWX touchscreen landline phones & smartphone app, this was a more basic model with a LCD dot matrix screen display meant for call-centers & other business enterprises. It encompassed a myriad of complex calling functions required in any tele-service industry.

### Media Entertainment App - *Hungama Digital Media Pvt. Ltd.*

Predictive Analysis | Music | Movies | TV Shows | Radio | Events

Tata Elxsi

Going beyond the traditional recommendation engines for 'similar' content, the concept aimed at addressing the cross-media needs of users. Designed as a unified media app, it aimed at being a one teach leap to all entertainment needs.

### Hardware & Network Testing Software - *Spirent Technologies*

Wired Networking | Desktop Software

Tata Elxsi

Being one of the only two players in the global market in this domain, Spirent builds the hardware & an accompanying software that can test large scale wired networks like data centers or enterprise networks. The task given was to re-design the live test results visualization section for their legacy software.

## FEATURED PROJECTS DURING EDUCATION

### Yoga Yuga

Indian Craft-based Social Enterprise | Product Design | Textile | Business Strategy

Srishti School of Art, Design & Technology

The aim of the project was to develop a viable social craft-based enterprise to drive the monetary growth of the craft clusters in Tripura. The final product was an advanced & much needed 100% bio-degradable Yoga mat which had the sports performance (grip, softness, etc.) superior to its synthetic competitors from the global market.

### Tupperware

Baby-care products | Food | Product Design

Srishti School of Art, Design & Technology

A project offered by Tupperware, this endeavour was aimed at developing food preparation & feeding products for infants of the age group of 0-3 years. Two concepts designed by me have been reserved by Tupperware for further research & patenting.

### Design Earth

Natural Material Architecture | Origami

Srishti School of Art, Design & Technology

Aimed at exploring natural material architecture, this project was a hands-on experience on different materials & building techniques. The concept designed by me was an origami based collapsible outdoor bamboo yurt.

### Sensorial Design

Navigation | Visually Impaired | Service Design | UX Design

Srishti School of Art, Design & Technology

The goal of the project was to explore innovation possibilities in inclusive design. The concept developed by me was a navigational system using only the regular products carried by the visually impaired to be deployed in public spaces.

## RECOGNITIONS



#### Valedictorian

Srishti School of Art, Design & Technology



#### Bravo Award

Award given for contribution in building the 'Experience Centre' at Tata Elxsi



#### Bravo Award

Award given by Tata Elxsi for overall performance in a project done for Spirent Technologies



#### Customer Appreciation

Award given by Tata Elxsi for appreciation extended by our customer - Welspun

## HOBBIES & INTERESTS



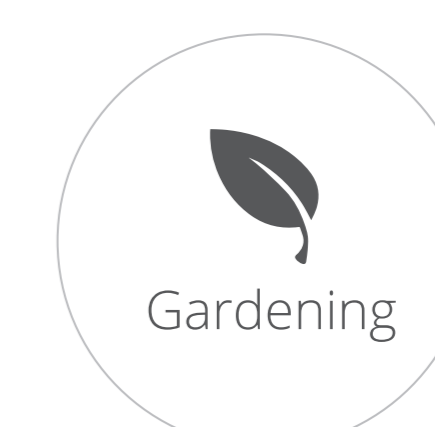
Reading



Tabla



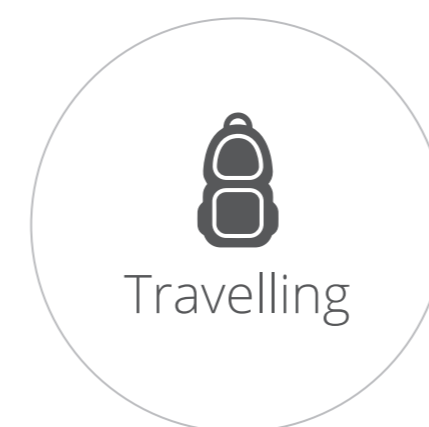
Cycling



Gardening



Handcrafting



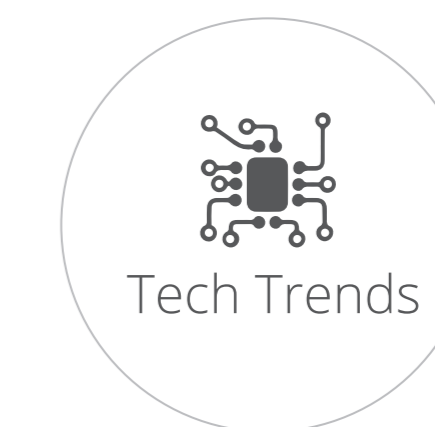
Travelling



Behavioral Science



Origami



Tech Trends



History & culture



MEDIA COVERAGE

Ahmedabad Mirror - 2014

interactions with children," says the man who has worked with the Aga Khan Foundation in Delhi. "There, I teach children from different backgrounds. These children are now my best friends," he adds.

**In a circus, if you keep doing the same tricks, people are going to get bored of it and eventually they will stop coming. So the main goal is to keep learning, trying and pushing your limits**

stories to sell your product! The Storywala was formed to make these stories go viral," he grins.

"Children learn the right from the wrong through stories. And storytelling is an art that has the power to transform how we do business, educate and entertain. This is what I want to tell children. You remember stories and never forget them," Haque signs off.

**PRODUCT DESIGNER SHAURYA RASTOGI**

**Follow Passion**

Now this is one cool man. He makes new things from unused junk material! And he hosts one of the most famous shows on TV, *Engineer This*. "I work as a product designer for differently-abled children, luxury cars, architecture pieces, consumer durable goods. So my designing profession is varied. But *Engineer This* is my passion," says Shaurya Rastogi.

"It is thrilling to get a platform where I can share my ideas with a large number of people and together, we can learn with fun. I work on the core principle of empathy and asking questions," he says. "The education system has undergone a lot of change over the years. Today's system is absolutely new - there is e-learning, open learning and several new techniques. There is a new trend in education that believes learning should be explained through and help in real life examples. And while we do have e-learning that is an exemplary form of education, teachers are essential to learning. For the personal attention that a teacher can provide and nurture with, cannot be replaced through a computer or any other technology," he adds.

Passion is everything for Shaurya and he makes it a point to share this with children he interacts with. "Students should never stop asking the questions. The day you stop asking is when you limit yourself from new things. This is something you don't learn in school. But taking part in such workshops can satisfy your curiosity. And it's so much fun teaching young minds how to think out of the box and apply simple knowledge to creative thinking," he says.

Architectural Digest of India - 2015

**TRIPURA YOGA MAT**

Shaurya Rastogi developed the 'Tripura' yoga mat within the 'Impact Edge' module, mentored by Jacob Mathew, Naga Nandini, Ritu Sonalika and Tulip Sinha. It was created as an option to the ubiquitous PVC yoga mat, which he realized is counter-intuitive to the ecologically mindful practice of yoga. He worked with the techniques of handloom weavers of Tripura to develop a rugged honeycomb weave to withstand the wear and tear of yogic practice, with a yarn woven into it for enhanced cushioning and sweat absorption. The critical challenge of giving the mat a good grip was overcome by developing a spray-on or paintable coating of natural rubber that is low cost, durable and biodegradable. This is a superlative combination of craft wisdom and design intelligence that clearly creates immense value both for the maker and the user.

**PILOT**

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PHOTO: KEVATH PADH & RAJSHIKHAR KUNDU

PHOTO: AAKASH KEDIA

# TY FOR THE WIN

City students have used innovative approaches to solve problems and leave a lasting social impact - from creating easy-to-use BMTC maps to marketing pure salt as a gourmet item

**PROJECT: YOGI YUGA**  
By Shaurya Rastogi (22) & Kevath Padh (22)

**USP:** Creating handwoven yoga mats that will give livelihood to artisans from Tripura

Tripura is the second largest producer of rubber in India. Banana fibre rope and cotton are easily available. With these two facts in mind, Rastogi decided to design yoga mats which are suitable for sale in retail stores in national and international markets. "I first sourced the materials from Weavers Service Centre at Oklipuram, shops in Avenue Road and a local NGO to create designs for the yoga mats," Rastogi says. They selected hues of blue, a result of research that said the colour had a calming effect. A yoga mat that will be globally appealing meant using breathable, natural materials that will also be soft. Rastogi used ribbed weaving to create cushioning for the body but the challenge lay in coming up with a non-skid soft backing. Usually, rubber is laminated to the fabric through a process called calendaring. "The machine costs about Rs 8 lakh and requires a factory setup," Rastogi points out. That seemed inconceivable for the highly skilled artisans of Tripura. Instead, in the three months allotted to the project he experimented with different ways to laminate rubber at home. With guidance from technical experts and the Internet, he came up with a solution which required a certain acid (he is in the process of patenting the method) to be sprayed on the rubber that is then allowed to cure. The result was the perfect yoga mat complete with rubber lamination. And the process cost him just Rs 90. "In that budget I could laminate a whole lot of mats," Rastogi says proudly. Padh looked after the branding and the yoga mats will soon be ready to roll out at a cost of Rs 1,800 (tentative) with profits going to the artisans. Industry Craft Foundation will help market the mats.

**Shaurya Rastogi**

**Kevath Padh**

Bangalore Mirror - 2015