

# Amey Dhuri

Industrial Designer  
IDC IIT Bombay

Mobile: +91 99208 62782

amey4x4@gmail.com

ameydhuri@iitb.ac.in

## ABOUT ME

Industrial Designer with competent skills and understanding of design. Seeking an opportunity in an organization where I can further enhance my learning through the application of knowledge gained in my institution, and contribute towards the growth of the organization.

## ACADEMIC QUALIFICATIONS

### Master of Design (Industrial Design)

Industrial Design Center, IIT Bombay (2007~2009)

### Bachelor of Automobile Engineering (2003~2007)

Basaveshwar Engineering College, Bagalkot, Karnataka.

Visvesvaraya Technological University: **Sixth Rank** with 75.85%

## AREAS OF INTEREST

**Transportation Design** - Conceptualization & Styling

**Product Design**

**Computer Aided Design**-Alias 3D modelling

**Clay Modelling**-Automotive styling clay

**Model Making**

## SKILLS

Good at free hand and digital sketching skills.

Well versed with softwares like

Alias Studio Tools, Alias Sketch Book

Adobe Photoshop, InDesign, Corel Draw, Auto CAD.

## ACHIEVEMENTS

- Nominated in **final 10 entries** for Nissan Design Contest-2009
- **2nd Runner up** Top Gear Design Contest-2008
- **1st Place** at 'Design Challenge' held at Anna University, Chennai-2007
- **1st place** at National Level Design and Fabrication Contest, SRM University Chennai-2007
- **11th best design** out of 12 selected Top Gear design contest-2006
- **2nd Place** Technical paper presentation, VPCOE, Baramati, Pune-2006
- Appreciated for participation in Future Mahindra Scorpio Design contest-twice 2005, 2006
- Design and Fabrication of an Off Road Buggy (Go Kart)-2003

## PERSONAL INTERESTS

Robotics

Motorsports

Travelling

**DOB:** 7 MAY 1986

## PERMANENT ADDRESS:

'Annapurna',

Row House No-2,

Behind Kurtarkar Building,

Gogol, Margao, Goa, 403601.

Ph: 0832-2751212

## WORK EXPERIENCE:

### Design Intern at

Dilip Chhabria Design Pvt. Ltd., Pune.

5 May-5 June 2008

## PROJECTS AT IDC

### FINAL YEAR PROJECTS

#### ECO-FRIENDLY MOBILITY SOLUTION FOR THE FUTURE - (project 3)

Today traffic rate is increasing rapidly which has led to pollution, congested roads and parking problems. The occupancy per car has also become very less. This Project aims at designing a mobility solution running on an eco-friendly platform which will be able to carry minimum 2 adults. The targeted users will be office going people who will use this car in city limits. The vehicle should be able to quickly maneuver the city traffic, it must be designed to park, and occupy minimum possible foot print.

#### DESIGN OF BIKE FOR YOUTH - (project 2)

A bike expresses its owners lifestyle and personality. Aim of this project was to study Indian youth and to understand their aspirations and lifestyle. To analyze the Indian bike segments and target one particular segment within it which is best suited to my user group. In the process various styling trends followed in India and International bike market were observed. Later analyzing the user group, and their lifestyle some themes were listed which represent my target user. Based on these themes styling options were made considering the styling trends being followed. Finally the task was to prepare a bike concept which reflects the today's Indian youth.

#### HOSPITAL ON WHEELS - Internship (project 1)

Internship Project was done at DC Designs Pvt. Ltd, Pune. I was given an opportunity to work on a live design project. The task was to prepare layouts and do the packaging work for a 'Mobile Hospital Unit' to be built on a bus platform. The project involved close working with the client to understand his needs for the clinic. After understanding the needs various options for the Interior layout were prepared and finally with refinements one was chosen. To validate the layout a CAD model to the actual dimensions was prepared using Alias Studio. Finally some styling options for exterior were also done.

#### AUTO STYLING - Elective

- Re-design of hand pulled rickshaw
- Design of a electric bike for IT company campus

#### SEMANTICS AND BICULTURAL DESIGN

- Semantic study on characteristics of bikes.
- To redesign an Indian commuter bike for international market.

### FIRST YEAR PROJECTS

- Designing of Spoon - Product Interaction Design
- Enhancing Businesses by Design Intervention in Pilsen, Chicago - (Sponsored by Honeywell, Bangalore)
- Abstraction of animal form-Turtle
- Designing of table clocks
- LED application project
- Design of chair, Ergonomics project

### ENGINEERING PROJECTS

- **SATURN** - Design and fabrication of a vehicle to provide a easy mobility solution for the physically challenged people.
- **BLITZKRIEG** - Design and fabrication of a high performance racing go kart for India.