

Anushka Dasgupta

Industrial Designer

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I am always on the lookout for wonderful products to appreciate. I love reading design and tech magazines and watching anime and sci-fi media that tickle my imagination. I also enjoy hiking and swimming for leisure.

Experience

Fox My Box | New Delhi

July 2025 - Present

Jr. CMF Designer (Full-Time)

- Created 6 CMF concepts for a Designer-Edition Apple AirPods, all prototyped and launched online on foxmybox.com, generating **300+** customer interactions in the first month.
- Expanded the custom product portfolio by designing CMF applications for **3** new product lines, including Apple Pencils and Sennheiser microphones, contributing to a **20%** increase in catalog variety.
- Produced over **30** high-fidelity renderings and physical prototypes, achieving a **90%** client approval rate on first-pass presentations and accelerating the production pipeline.
- **Authored** a comprehensive CMF guidelines document for the configurator segment, standardizing the design process to ensure a **50%** reduction in setup time for future projects.
- Worked closely with paint application and finishing teams to deliver premium-quality customized electronics.

ETA Technologies | Bangalore (Remote)

May 2023 - Present

Industrial Design Consultant

- Designed a flagship industrial enclosure for a new manufacturing machine, showcased at IMTEX 2024, attracting over **500+** booth visitors and generating a **30%** increase in qualified leads.
- Revamped the company's brand identity by creating a new 20-page product catalog and designing for **13** exhibition booths
- Collaborated with engineering/manufacturing teams to ensure DFM/DFA compliance.
- Produced assembly process animations for shipbuilding and railway industries.

Technido Industrial Engineering LLP | Indore

Jan 2025 - Jun 2025

Design Engineering Intern

- Led the concept-to-prototype phase for an electric utility trike, developing the design from over **20** initial concepts down to **1** functional prototype, which demonstrated a potential **30%** increase in service efficiency for resort logistics.
- Designed and 3D modeled a specialized camera attachment for an Indian Army hexacopter, resulting in a design that was **40%** lighter than the previous iteration and increased camera stability during flight missions.

Forbes Marshall | Pune

Apr 2024 - Jul 2024

Industrial Design Trainee

- Developed a universal handle solution through the full design cycle, conducting user testing with **15+ technicians** to achieve a final design with a **95%** user satisfaction rating.
- Designed a heat exchanger enclosure with a focus on sustainability, proposing a new design that achieved a **10%** reduction in material waste and a **5%** increase in thermal efficiency.

Urban Chanakya | Guwahati

Aug 2020- Aug 2021

Graphic Designer (Full-Time)

- Designed large-format print materials for over 10 major client campaigns, including hoardings and event visuals, reaching a combined estimated audience of 500,000+.
- Revitalized the company's social media presence by creating over 150+ unique graphics, leading to a 40% increase in user engagement and a 25% growth in followers over 6 months.

Education

MIT ID Indore

2021 - 2025

B.Des Industrial Design

Assam Engineering College, Guwahati

2014 - 2018

Bachelor of Technology Mechanical Engineering

Projects

Heat Exchanger | Forbes Marshall

Apr 2024 - Jun 2024

- Modular, compact helical design with integrated controls and cost-effective manufacturing.

IV Monitor | Medical Device

3 Weeks

- Real-time IV bottle weight monitoring with material optimization and safety alerts.

FSW Machine | ETA Technologies

2 Days

- Rotary Friction Welder
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Awards & Achievements

NASA Space Settlement Contest

2010

Honorable Mention, NASA AMES Research Center

Sudama & Chanakya Scholar

2022 - 2024

MIT ID Indore

Young Designers League

2022 - 2023

Finalist

Skills

Design

Product Sketching, Ergonomic Study, CMF Design, CAD Modeling, 3D Rendering, User Experience (UX), Proposal Preparation, Motion Graphics, Typography, Video Editing, Photography, 2D graphics, Animation.

Softwares

Rhino, SolidWorks, Fusion360, Solid Edge, Keyshot, Blender, Autodesk Sketchbook, Adobe CC, MS Office, Miro, Figma, WIX, Framer.

Research

User Interviews, Surveys, Journey Mapping, User Persona, Usability Testing, Competitive Analysis.

Languages

HTML, CSS, JavaScript, Python.