



EVAH KAULSHI

PRODUCT DESIGNER

Bangalore, India

+91 9588069609

evahanantha@gmail.com

PORTFOLIO LINK

Portfolio '23

SKILLS & SOFTWARES

Design Thinking

User Centric Design

Product Design

Research and Analysis

Wire-framing

Rapid Prototyping and Mockups

3d Modelling and Rendering

Sketching

Figma

Adobe XD

Adobe Suite

Sketchbook

Rhino 3D

Keyshot

AutoCAD

ABOUT ME

Experienced in translating observations, research, ideas to complex problems into user centric solutions, delivering a functional engaging and a delightful product experience.

WORK EXPERIENCE

Product Designer Fyllo, Bangalore

09/2021 - Present

Being part of a rapidly growing startup, got the opportunity to play multiple roles being a part of a core member of the organisation.

Product Design and Development:

- Leading and guiding the product design team, which consists of engineers, developers, and packaging designers.
- Designed two self-installable IOT-based hardware products that are launched and running successfully in the market .
- The products are designed with farmer-centric-design philosophy that makes them highly usable for the farmers across India.
- Managing design output timelines with our production and manufacturing partners.
- Coordinating with product sourcing vendors and partners.
- Have also been running recruitment drives from shortlisting to interviewing and finalising candidates for various roles in design.

User Experience Design:

- As part of evolving product interaction through the app, simplified the user journey based on farmer behaviour. That has resulted in enhanced Farmer Activity with the app's features and inputs to track the algorithms.
- Designed an in-app farmer-onboarding user flow for the product launch.
- Built a multifunctional dashboard design experience for various use cases to track the performance of the Fyllo apparatus.
 - Mapped user flow for all the stakeholders.
 - Created UX for all functionalities within the dashboard.
 - Brainstormed a simplified method to search and refine conditioning.
 - Structured the data for better segregation and prioritisation across the dashboard
- Evolved the Fyllo App and website, and rebuilt the brand identity throughout the channels of user interaction.
- Being responsible for packaging design, social media, print media graphic design and animation design activities by the team.

EDUCATION

08/2017- 06/2021

NIFT
(National Institute of
Fashion Technology)

Bachelor of Design (B.Des)
Product Design

06/2015- 04/2021

DAV Public School

Higher Secondary; CBSE Board;
Commerce

Industrial Designer Futuring Design, Pune

11/2020 - 04/2021

- Researched and delivered a lifestyle product concept which was efficient, aspirational and highly user centric in nature. The entire exercise of user research was conducted involving more than 30 users spread across India covering 4 personas. The exercise consisted both qualitative and quantitative research.
- The research process involved, defining personas, data segregation and analysis, need driven insights, observations on user behaviour, ergonomic study, brainstorming to identify pain areas and prioritising the product functionalities on the basis of needs. Since the whole methodology was based on UCD process an iterative approach was practiced coupled with anthropometric measures that made the end product highly user-centric.

UX Design Intern BharatAgri, Pune

06/2019 - 07/2019

- Suggested improvisations in BharatAgri app user experience, also designed creatives for their social media and marketing campaigns.
- Redesigned the UI of the soil report meant for better understanding of the farmers.

Graphic Design Intern Red Tree Design, Pune

06/2018- 07/2018

- Designed print and social media campaigns, that included flyers, logos, menu cards, social media posts.

Product Design Intern 6TABLEMATS, Pune

05/2017- 07/2017

- Created designs and rendering sketches for up-cycled furniture. Contributed in the production of other up-cycled decor items as production assistant.