

Aarya Prabhukeluskar

Industrial Designer | Product Design · Footwear Design · Experience Design

[My Portfolio](#) | [My LinkedIn](#)

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PROFESSIONAL SUMMARY

Multidisciplinary designer blending storytelling with function. Experienced in creating user-centered products, footwear, and immersive experiences. Skilled at concept development, prototyping and integrating ecological and cultural design narratives. Known for bringing unique perspectives to projects through cross-disciplinary collaboration, context-specific insights and sometimes a slight touch of play.

WORK EXPERIENCE

Product Designer – IcarusNova Design Studio

On site | November 2023 – July 2024

- Designed multiple market-ready consumer products, all successfully launched and currently in use.
- Led packaging and tangible product solutions for diverse clients, proven to be successful among the target audience.
- Planned and conducted primary research through interviews, user role-play, and other qualitative methods across multiple projects.

Design Intern (Graduation Project) – Woodland Worldwide

On site | January 2023 – June 2023

- Created a sneaker series focused on storytelling and brand alignment.
- Designed my own practice to integrate narratives and metaphors in footwear designing.
- Supported and designed live in-house footwear design projects.

Design Intern – IcarusNova Design Studio

On site | June 2022 – August 2022

- Assisted on packaging and product design for live projects.
- Designed multiple market-ready consumer products in the tech and healthcare sectors, all successfully launched and currently in use.
- Involved in prototyping and documentation.

Design Collaborator – Arushi India (NGO)

On site | March 2022 – November 2022

- Planned and identified core challenges through consultations and stakeholder engagement.
- Co-designed a therapeutic sensory space for children with autism.
- Focused on sensory-driven, inclusive spatial design tailored to the NGO's needs.

SKILLS

Design Tools: Fusion 360, SolidWorks, Rhino, Blender, KeyShot, Adobe Creative Suite, Auto CAD, Figma

Prototyping: Terracotta, MDF, Wood, Foam, Clay, Paper, Boards, Acrylic, Fabric

Artistic: Sketching, Painting, Caricature, Digital Illustration, Sculpting,

Soft Skills: Design Thinking, Design Research, Communication, Critical Thinking, Team Collaboration, Presentation and Pitch, Time Management

EDUCATION

M.A. Information Experience Design

Royal College of Art, London, UK | 2024 – Present

B.Des in Industrial Design

National Institute of Design, Madhya Pradesh, India | 2019 – 2023

- Head Class and College Representative, 3rd Year

Art Foundation Year

Sir J.J. School of Art, Mumbai, India | 2018 – 2019

Diploma in Art

Mudra School of Arts, India | 2017 – 2018

PROJECTS

Gati: A First Step

Designed a hands-on project, empowering school students to make their own eco-friendly footwear. A practice of turning everyday materials into a playful learning experience about creativity, sustainability, and giving back to nature.

Gati: Nature x Humans

Designed culturally inspired footwear, blending Indian narratives with modern functionality to trigger ecological reciprocity.

‘Ember 01’ Sneaker Design

Created a performance sneaker with guidance features for efficient daily runs and goals. Received a provisional patent and in further processes.

Cervicheck – Cervical Cancer Kit

Designed a self-swab cervical cancer detection kit at IcarusNova, which secured investment on Shark Tank India.

AWARDS

- Winner, D'source International Design Competition (Solo Project), IIT Bombay – 2020
- Winner, D'source International Design Competition (Group Project), IIT Bombay – 2020
- Finalist, TOYTALE Toy/Game Design Competition – 2021
- Participant, PENSOLE x CCS Sneaker Competition – 2022
- Participant, National Vending Cart Hackathon – 2021
- Exhibited in 15+ Solo & Group Painting/Cartoon Shows – Various cities & institutions including Jahangir Art Gallery, Mumbai (09/2024)