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# BHAKTI AGHARA | PRODUCT DESIGNER

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## ABOUT ME

As a dedicated product and furniture designer, my approach revolves around blending functionality and aesthetics into seamless, intuitive designs. I believe that great design should not only serve a purpose but also enhance the user's experience. My goal is to create products that simplify daily routines while sparking curiosity and delight. I thrive in the fast-paced world of design, where each project is an opportunity to push boundaries and bring fresh ideas to life. I strive to craft pieces that people feel drawn to —ones they want to use repeatedly because they find both joy and value in them. For me, design is about making life a little easier, while always keeping it exciting.

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## PROFESSIONAL EXPERIENCE

### ARTOCRETE LLP

Product designer | 03/2024 – 01/2025

- Led the design and manufacturing of over 10 innovative furniture and gifting products, ensuring an optimal balance of quality and functionality.
- Managed the company's social media presence, significantly enhancing brand visibility and engagement, resulting in a notable increase in followers.
- Contributed to the conceptualization and design of the company's display center, overseeing layout development, production management, and launch activities.
- Collaborated with renowned architecture firms, gaining valuable industry insights and enhancing design capabilities.
- Acquired hands-on experience with diverse materials including concrete, wood, metal, and bamboo while supervising the production process.
- Spearheaded corporate gifting initiatives and participated in field marketing activities, driving business development and supporting revenue growth.

### SUPER AMUSEMENT GAMES

Product designer | 09/2022 – 12/2023

- Contributed to the design and development of arcade game machines, integrating functionality with aesthetic appeal to enhance user engagement and strengthen brand recognition.
- Played a key role in conceptualising and optimising the layout of game zones for improved user experience and operational efficiency.
- Collaborated with cross-functional teams to ensure cohesive design integration between hardware and gaming environment.

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## EDUCATION

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### **2019 - 2021 | PEARL ACADEMY**

Mumbai, India

Post Graduate Diploma in Product & Industrial Designing

### **2014 - 2018 | LDRP Institute of Technology and Research**

Gandhinagar, India

Under Graduate of Electronics & Communications engineering

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## HARD SKILLS

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- Blender
- Autodesk- Fusion360
- Adobe Creative Suite
- Product Sketching
- AUTOCAD
- Figma

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## SOFT SKILLS

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- Critical & Creative thinking
- Problem Solver
- Active listening & Communication
- Research skills
- Decision making
- Planning & Prioritisation

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## HONOURS & AWARDS

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### **Pearl Excellency Award**

Mumbai, India

Pearl Academy

Awarded with a trophy and certificate.

### **National Design Competition**

Ahmedabad , India

Anant University

Cash Prize as a Finalist at QED, a national level design competition by Anant University.

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## CERTIFICATION

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- Google UX Design
  - CAD & Digital Manufacturing
  - Future Thinking
  - Introduction to the Internet of Things and Embedded Systems
  - Marketing in a Digital World
  - Design Thinking for Innovation
  - Design & Make Infographic
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