



Online portfolio : www.vyasatejarao.com

Vyasateja Rao

The magnitude of design is never measured by the object or its use, only by the thought put into it. I am interested in all interactions and opportunities especially the ones that are often overlooked.

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Practice

Design/engineering experience

May09 - Present

Case-mate®, Lead industrial designer | Design | Engineering | Strategy

Feb09 - Apr09

Quirky, Industrial design intern | Online social product development

Aug08 - Dec08

NCSU, Adjunct professor | Ideation and visual communication

Aug07 - Jul08

RED Lab, Research assistant | Human factors and ergonomics

Apr06-Aug06

General Motors, Product line leader | Design engineering, MPP team.

May05 - Apr05

Allegis services, Sr design engineer | Design engineering, vehicle design

Nov03 - May05

Easi engineering, Design engineer | Design engineering, vehicle design

Achievements

Awards / academic degrees

Aug06 - Dec08

Master of Industrial Design, NCSU

Jun99 - Jul03

Bachelor of Mechanical engineering, NIE | 1st class distinction

Jul07

Grand prize, MDRA | Best overall product entry - \$ 6000

Jul07

First Prize, MDRA | Pontoon boat design - \$ 3500

May07

Finalist, Mazda design challenge | Kanji concept - Final ten.

Mar07

Paper, Intercom research summit | Research on hand grips/Aging study

Aug07

Research Assistantship awarded | NCSU/RED Lab.

Internships

Design/engineering

Aug06-Jul07

NCSU Lab, Alias/Adobe suite

Jano2 - Apr02

B.E.M.L India, Production intern

Nov01 - Apr02

Larsen & Toubro, Engineering design intern

Skill sets

Proficient in:

Excellent ideation and thought process
Excellent sketching skills
Adobe illustrator/photoshop
3D modeling, Alias/Solidworks
3D rendering, Hypershot/Vray
Model making, CNC, prototyping, 3D printing
Market research, trend analysis
Color studies
Demographic and ethnographic research
Qualitative research methods
Quantitative research methods
Scenario and storyboarding.
Human factors, ergonomics studies
Branding, brand identity
Mechanical engineering, design
Manufacturing design, tooling