

PRACTICE

design/engineering experience

<i>case-mate</i>	Industrial designer, strategy & new brand development	Dec 10 - present
	Industrial designer, accessory design	May 09 - Dec 10
<i>ncsu</i>	adjunct prof. ideation and visual communication	Aug 08 - Dec 08
<i>r.e.d lab</i>	research associate in human factors and ergonomics	Aug 07 - Jul 08
<i>GM</i>	product line leader, design engineering, MPP team	Apr 05 - Aug 06
<i>allegis services</i>	senior design engineer	May 05 - Apr 05
<i>easi engineering</i>	design engineer	Nov 03 - May 05

INTERNSHIPS

small but tasty bits of experience, part time/internships

<i>Ardour engineering</i>	branding/promotion/logo design	Sep 10
<i>quirky inc</i>	industrial designer, online social pd	Mar - May 09
<i>ncsu</i>	lab TA - tutored students on Alias/Adobe suite	Aug 06 - Jul 07
<i>beml india</i>	production design intern	Jan 02 - Apr 02
<i>larsen and toubro</i>	engineering design intern	Nov 01 - Apr 02

VYASATEJA RAO
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ACHIEVEMENTS

awards/accolades/education

<i>master's in industrial design</i>	NCSU college of design.	Dec 08
<i>bachelor's in Mechanical engineering</i>	NIE, first class distinction	Jul 03
<i>Oprah magazine, I.D Case,</i>	case-mate must have feature	Sep 10
<i>Today's show</i>	featured product, best accessory of 2010	Mar 10
<i>grand prize</i>	marine design research alliance best overall entry	Jul 07
<i>first prize</i>	marine design research alliance best individual product	Jul 07
<i>finalist</i>	mazda design challenge kanji concept	May 07
<i>intercom</i>	paper presentation on aging studies at research summit	Mar 07

PROFICIENT IN

design tools and skills

<i>ideation</i>	sketching	paper, marker, pastel, SB pro, painter
<i>3d modelling</i>	solid & surfacing	alias, rhino, solid works
<i>2d rendering</i>	illustrator Photoshop	SB pro, painter, adobe creative suite
<i>3d rendering</i>	hypershoot V-ray	Photorealistic rendering
<i>model making</i>	prototyping	foam models, 3d printing, test prototypes
<i>market research</i>	Trends data	surveys, analysis, ethnography, CMF
<i>human factors</i>	Research evaluation	product & subject testing
<i>ergonomics</i>	design prototyping	EMG, Tekscan, ergo analysis
<i>branding</i>	identity promotion	product identity, placement & graphics

