

KRISHNA PRANAV

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Linkedin

EXPERIENCE

Shark|NINJA

Industrial Design Co-op

Jan 2026 – Jun 2026

- Led end-to-end design of accessory case for new food processor, owning concept development, ergonomic refinement, CMF studies, and production specifications.
- Currently redesigning a flagship along with a lead designer, driving product strategy, crafting the user experience and maintaining design intent.
- Supporting lead designers on flagship products, contributing to product story, form development, ergonomics, user research, and hyper-realistic KeyShot renders.
- Designed an accessory for flagship water pitcher product through strategy, sketches, CAD models, and prototypes to user experience and business requirements.



Ubicquia

Industrial Design Intern

May 2025 – Aug 2025

- Designed and tested accessory solutions through rapid prototyping and model fabrication, validating fit, durability, and usability.
- Produced 1,000+ hyper-realistic product renders in KeyShot to support marketing and client presentations.
- Designed and executed a nationwide exhibition accessory display stand managing vendor relationships, production drawings, and manufacturing constraints (DFM/DFA).



Jio Tesseract

Industrial Designer II

Dec 2022 – May 2024

- Designed and launched the JioDive VR headset, achieving a 500,000-unit production milestone, owning form development, ergonomics, and CMF for a worn device.
- Conceptualized end-to-end design for Smart JioGlass AR wearable, applying wearability, comfort, and user-centered design principles across the full development cycle.
- Executed 100+ usability tests for JioGlass and JioDive to improve product functionality, usability and wearability.



Desmania Design

Associate Industrial Designer

Nov 2020 – May 2022

- Engaged in 30+ projects, overseeing and managing relationships with 10+ clients, with over 3+ products in the market.
- Led the complete design process and client partnerships for Haber Water, Metal Power, and Finn, resulting in successful market launches.
- Engaged in rapid prototyping and ergonomic testing, ensuring design feasibility for manufacturing.

SELECTED PROJECTS

Canon

Innovation Consultant

Jan 2025 – May 2025

- Capstone - Client | **Canon Virginia**
Worked on a 4-month personalized wellness supplement project, contributing through market research, business model design, and technical validation, delivering a solution tailored to the needs of middle-aged Americans.

industree

Innovation Consultant

Feb 2020 – Jul 2020

- Capstone - Client | **Industree Foundation**
Worked on a 5-month ethnographic research initiative with Kui tribal artisans, contributing through community engagement and systems design, leading to interventions that increased artisan revenue streams by 30% through tailored product strategies.

EDUCATION

Carnegie Mellon University

MS Integrated Innovation

(GPA - 3.87/4.0) 2025

Srishti Institute of Design

B.Des Industrial Design, 2020

RELEVANT COURSEWORK

User Experience Research, Integrated Product Design, Tech Driven Innovation, Business Core, Form & Structure, Semantics, Furniture Design, Detailing, Sensors, Probes and Detectors.

RECOGNITIONS

- Presented a Covid 19 grocery solution to Indian Parliamentarians.
- Awarded Star Performer for JioGlass.
- Awarded Best Concept Design at Desmania Design.
- YankoDesign feature for OSOI.

SKILLS

TOOLS

Solidworks, Rhino, Keyshot, Clod 3D, Photoshop, Illustrator, Premiere Pro, Figma, Vizcom AI, Weavy AI and Excel

SKILLS

Wearables & Consumer Electronics Design, Ergonomics & Wearability, Form Development, Ethnographic Field Research, User Interviews, User Experience, Usability Testing, Systems Thinking, Product Strategy, 3D Printing, Rapid Prototyping, Hand Tools, DFM and DFA, CMF Studies, UI/UX, Storytelling, Pitch Decks and Presentation.