



Arushi Singh

Industrial Designer,
National Institute of Design,
Madhya Pradesh

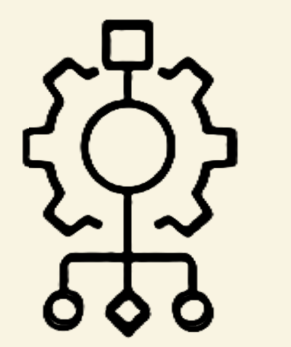
Hi, I'm Arushi. My journey into design didn't start with a screen, it started with the rhythmic precision of Kathak, a dance I've practiced since childhood that taught me how to tell stories through movement and discipline. By noticing the small, quiet behaviors others miss, I translate complex human needs into clear, tangible insights. I don't just create objects I craft experiences as rhythmic and intentional as a dance.

Abilities



Understanding People

Behaviour observation, user interviews, emotional friction identification, contextual research



Making Sense of Systems

Journey mapping, system thinking, information structuring, complexity reduction



Turning Insight into Action

Concept development, insight-led design, prototyping, iterative refinement



Framing the Right Problem

Problem definition, insight synthesis, pattern recognition, clarity articulation

Contacts

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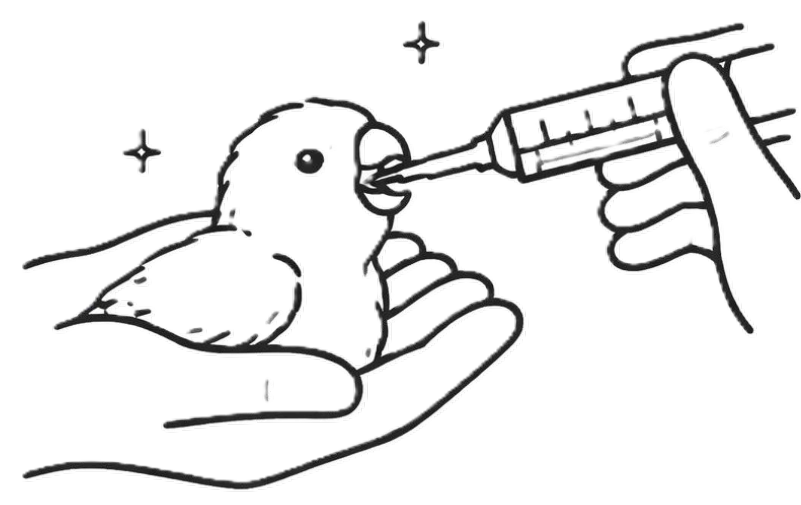
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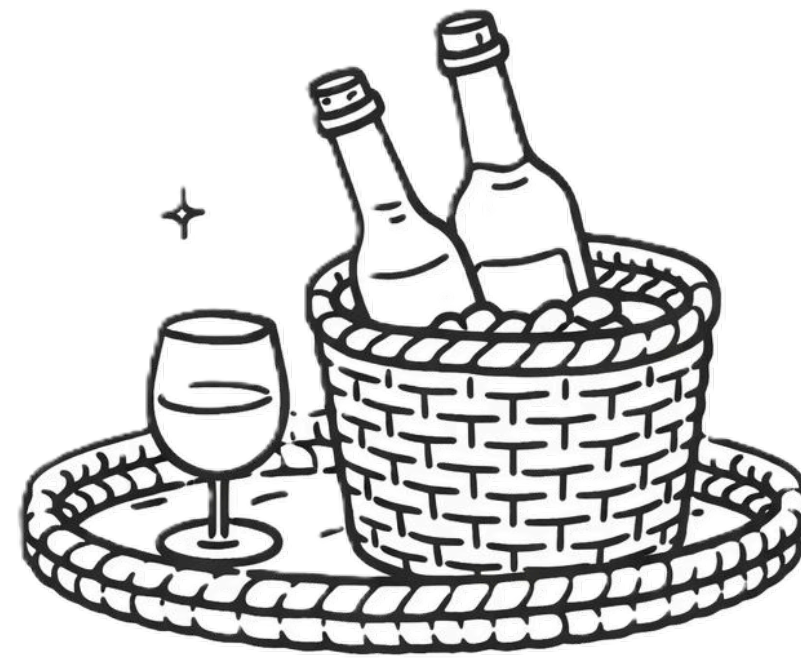
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Projects



Feeding Tool for Rescued Indian Rose-Ringed Parakeets

Designed a safer feeding tool for rescued parakeet chicks by researching rehabilitation practices, feeding behaviour, and caregiver challenges to reduce harm caused by improper methods.



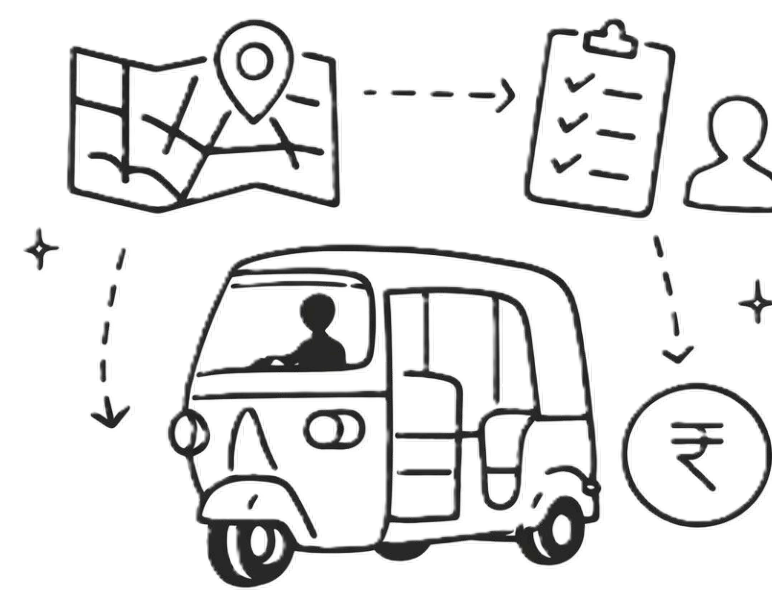
Sustainable Home Bar Products Using Natural Fibres

Designed and handcrafted functional home bar products using rattan, seagrass, kauna grass, and water hyacinth, exploring material behaviour, weaving techniques, and sustainable making.



Accessible Medicine Packaging for Diverse Users

Developed inclusive medicine packaging through field research with NGOs, addressing motor, visual, and cognitive barriers to improve independence, safety, and clarity in medication use.



Campus Transportation Service Redesign - NID

Redesigned a campus transportation service using user research, journey mapping, and service blueprinting to address accessibility, cost, and reliance on informal systems.

Experience

Industrial Design Intern

BAMBREW, Sustainable Packaging co., Bangalore

Worked on sustainable packaging, product design, UI/UX, brand identity, and visual communication for Bambrew.

May - June
2026

Student Coordinator

Bamboo Design and Development Center, National Institute of design,

Assisted in organizing and managing bamboo-focused design activities and contributing to hands-on learning.

July
2024- 2025

Education

National Institute of Design, Bhopal

Undergraduate degree

2023 - 2027

GLS Institute of Design

Undergraduate degree

2022 - 2023

City Montessorie School, Lucknow

High school and Inter

2015 - 2020

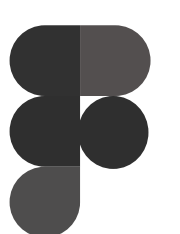
Software Skills



Rhinoceros 3D



Fusion 360



Figma



Adobe Illustrator



Adobe Photoshop



Google Gemini



Vizcom.ai



Chatgpt