

SNEHA DAS

FOOD DESIGNER
ENTREPRENEUR
ENGINEER
MAKER



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CORE COMPETENCIES

- DESIGN THINKING
- SERVICE DESIGN
- PRODUCT DESIGN
- PHOTOGRAPHY
- PROJECT MANAGEMENT
- PROCESS IMPROVEMENT
- CONCEPT DESIGN
- RESEARCH DESIGN
- INNOVATION
- SYSTEM DESIGN
- PROTOTYPING
- BUSINESS MODEL DEVELOPMENT
- COMMUNICATION STRATEGY DESIGN

EDUCATION

MASTERS IN FOOD DESIGN & INNOVATION

Scuola Politecnica Di Design , IULM,
Milano | 2016 - 2017

BACHELOR IN TECHNOLOGY, APPLIED ELECTRONICS & INSTRUMENTATION

Kurukshetra University | 2006 - 2010

ABOUT ME

I am a Food Designer & Innovator with a background in technology and a multi disciplinary career history.

WORK EXPERIENCE

DESIGN CONSULTANT - GLOBAL INNOVATION CENTER

BARILLA G. e R. FRATELLI S.p.A | Dec 2016 - Present

Working on the New Range of 3D printed pasta, shapes, machine and interaction design. Communication Design, Recipe Development, and Product Strategy design, Ui/Ux.

FOOD DESIGNER

Future Cooking Lab S.R.L | June 2017 - Present

Branding, Product Design, Experience Design, Ui/Ux along with research on creating new food processing technology.

R&D, COMMUNICATION & STRATEGY DESIGNER

All India Artisans & Craftworkers Welfare Association | Mar 2013 - Nov 2015

Developing communication, monitoring & evaluation strategies, tools and system. Business Plan Development for grass root level artisan organization. Research on Market opportunities for the finished product. Identification of feasible businesses for development. Design Development for new products, low-cost Eco-friendly technologies for the various craft-making processes. Research on Languishing Crafts of India.

ENGINEER , FOUNDING MEMBER

EVOMO - Evolving Mobility | Aug 2010 - Mar 2013

Evomo is a Social Venture working on Ultra low-cost transport solutions for rural areas around the world.

System Design -designing the business system, to co-create a self-sustainable solution for the BOP markets. Product lifecycle design, market research, and management. Sales Model development Product Prototyping - Alpha Prototype RURAL UTILITY VEHICLE - 'SAVAAJ'

MEDIA FEATURES

- BBC NEWS
- THE GUARDIAN
- RAI TV ITALIA
- EMERGING STUDENT MAGAZINE
- CHIP MAGAZINE INDIA
- THE ECONOMIC TIMES
- BUSINESS STANDARD
- THE HINDU

PROJECTS

- EU SWITCHASIA GOING GREEN
- DFID PACS VARANASI WEAVEARS
- MUBARAKPUR WEAVERS LIVELYHOOD GENERATION PROGRAM
- CRAFTMARK GREEN CERTIFICATION
- INDIAMEETSINDIA

ASSETS

- AN INNOVATOR'S MIND
- PROCESS DRIVEN AND
- DILIGENT, INQUISITIVE AND HARDWORKING,
- SELF-LEARNING ABILITY
- GOOD APTITUDE
- BELIEVE IN TEAMWORK
- GOOD COMMUNICATION SKILLS,
- EXCELLENT ADAPTABILITY IN DIFFICULT WORK ENVIRONMENT.

SOCIAL MEDIA

 www.facebook.com/sneha.das.90

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 www.linkedin.com/in/sneha-das/

CLASS PROJECTS

PEPSICO

Product, Concept & Experience Design

ILLY CAFE

Service Design

FROG

Service Design

ECORNATURASI

Retail Design

COMUNE DI SARZANA

Food Tourism Design

BHALSEN

Packaging Design

MARTI GUÌX STUDIO

Interior, Space & Concept Design

MOOOI

Concept & Recipe Design

TECHNICAL SKILLS

Adobe Illustrator



Photoshop



Fusion 360



Marvel App



Sketch-up



Rhinoceros



Contextual Inquiry



Wireframing



Usability Testing



Interactive Prototyping



PERSONAL DETAILS

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LANGUAGES: ENGLISH, HINDI, BASIC LEVEL ITALIAN

NATIONALITY: INDIAN