# SNEHA DAS

FOOD DESIGNER ENTREPRENEUR ENGINEER MAKER



### CORE Competencies

- DESIGN THINKING
- SERVICE DESIGN
- PRODUCT DESIGN
- PHOTOGRAPHY
- PROJECT MANAGEMENT
- PROCESS IMPROVEMENT
- CONCEPT DESIGN
- RESEARCH DESIGN
- INNOVATION
- SYSTEM DESIGN
- PROTOTYPING
- BUSINESS MODLE 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

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# ABOUT ME

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

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# 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 craftmaking 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 selfsustainable 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

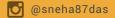
- EU SWITCHASIA GOING GREEN
- DFID PACS VARANASI WEAVEARS
- MUBARAKPUR WEAVERS LIVELYHOOD GENERATION PROGRAM
- CRAFTMARK GREEN CERTIFICATION
- INDIAMEETSINDIA

## **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



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

### **CLASS PROJECTS**

PEPSICO

Product,Concept & Experience Design ILLY CAFE Service Design FROG Service Design ECORNATURASÌ 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			
InteractivePrototyping			

### PERSONAL DETAILS

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