ANANYA GODASE

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EDUCATION

MIT ADT University, Institute of Design, Pune | GPA: 8.07 2023 – 2027
B.Des. in Product Design

Chate Junior College, Pune | 91.50% (Class XI) 2021 – 2023
Higher Secondary Education — Science

Podar International School, Pune | 85% (Class X) 2020 – 2021
Secondary Education

EXPERIENCE

Losma India Pvt. Ltd. — Product Design Intern, Pune May 2026 – Jul 2026

- Contributed to the redesign of Newton, an oil-air mist industrial purifier, focusing on product form and HMI
- Supported form development for Aerto, a welding fume collector, and created a graphic backdrop for a product exhibition

The Kolhapur Steel Limited (Kirloskar Group Company) — Intern, Kolhapur Jun 2025

- Observed field activities and foundry operations from material selection through final casting. Documented observations and organized key insights to strengthen understanding of industrial manufacturing processes

PROJECTS

Self-Checkout Counters for Clothing Stores 2025 – 2026

- Designed the interface and checkout flow for a Scan, Pay, Bag self-checkout counter for Indian clothing stores, where paper RFID tags remove the need for staff to detag.

Arattai — Messaging App Redesign Mar 2026

- Proposed a redesign of Zoho's Arattai for everyday small-business communication: messages that become tasks, and guest links that let non-users reply without installing the app.

Second Life for Packaging — Waste Collection System Aug 2026

- Explored collection-system concepts so packaging households have already sorted reaches recyclers instead of the dry-waste bin; my deep dive was the public collection centre.

NoBroker — Design System Revamp Sep 2026

- Revamped NoBroker's design system to surface restrictions and preferences, such as "Couple Friendly" or "Wheelchair Use", before renters invest time in a listing.

Tender Coconut Quality Assessment System 2026 – Present

- Designing a product for tender coconut quality assessment and exploring its development as an industrial system for data testing and deployment in factory environments

Chitale Bandhu Lassi Packaging 2025 – 2026

- Redesigned lassi packaging through user research and iterative prototyping, focusing on ergonomics, functional clarity and brand consistency

DripClip — Liquid Pouch Sealing System 2024 – 2025

- Developed a snap-on liquid pouch sealing concept through iterative prototyping and mechanism exploration, prioritizing leak prevention, portability and ease of use

ACHIEVEMENTS

Adobe Generative AI Competition — Winner, Most Innovative Form 2026

- Designed a curtain rod holder with generative design, using minimal material while keeping its load-bearing strength (with Isha Kanishga)

CERTIFICATIONS

- Introduction to Intellectual Property — University of Pennsylvania

SKILLS

- **Product Design:** Industrial Design, Form Development, Ergonomics, Prototyping, Design for Manufacturing
- **UX Design:** User-Centered Design, Interaction Design, UI Design, Wireframing, Prototyping, Usability Testing, UX Audits
- **Design Process:** Design Research, Problem Framing, Design Synthesis, Systems Thinking, System Mapping, Ideation, Concept Development
- **Tools:** Figma, FigJam, Fusion 360, Framer, Illustrator

POSITIONS / ADDITIONAL ACTIVITIES

Regularly practice and perform dance and cooking, and share selected creative work online
Interested in emerging technologies, AI-assisted design, human-centred product development and interaction design