

# Elizabeth Sneha

Industrial Designer, Gothenburg

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## PROFESSIONAL SUMMARY

Passionate and innovative designer with comprehensive background in product development, and design management. Skilled in design research, sketching, and user experience, with a keen eye for aesthetics. Committed to creating impactful products that address real-world needs and solve complex problems.

## EXPERIENCE

### Category Manager

Printo Document Services Pvt Ltd.

Jan 2023 - Feb 2024

Bengaluru, India

- Managed the biggest category of the company, the photo category. Transformed the photo category into a top-performing revenue driver, achieving YoY growth of 30% through strategies and targeted marketing initiatives.
- Led a multidisciplinary team in the development and launch of 17 product lines, to drive customer acquisition and retention.
- Improved gross margin by refining product assortment, pricing strategies, and inventory management.
- Negotiated with vendors to reduce production costs while enhancing product quality.
- Focused on product design to meet market demands and exceed customer expectations.
- Led a creative team in company branding, design for other categories, and sustainability initiatives.

### Senior Product Designer

Canvera Digital Technologies

(acquired by Printo Document Services Pvt Ltd.)

Nov 2019 - Jan 2023

Bengaluru, India

- Led the product launch process and directed product development from market research to final launch, ensuring strategic alignment and market demand fulfillment.
- Collaborated with marketing teams to create compelling product narratives and promotional materials.

## SKILLS

### Design Skills

- Sketching
- Design Research
- Design Management
- Visual Design
- Clay modelling

### Software Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Corel Draw
- Rhino
- Blender
- Keyshot
- Procreate
- MS Excel

### Personal Skills

- Communication
- Teamwork
- Problem-solving
- Creativity
- Time Management
- Leadership

- Mentored and guided junior designers, fostering their professional growth and enhancing the team's creative output.
- Progressed from Junior Product Designer to Category Manager within four years.

### **Industrial Designer (Project)**

FORGE Accelerator

Dec 2018 - May 2019

Coimbatore, India

#### Project Overview:

Designed a wearable glove for stroke patients, aimed at enhancing post-stroke rehabilitation and improving quality of life.

- Conducted an in-depth analysis of user needs and market, engaging with stroke patients, caregivers, neurologists, and physiotherapists to gather insights and understand pain points.
- Explored multiple design concepts and iterations, culminating in the selection of a wearable glove as the optimal solution.
- Created functional prototypes using Arduino Mega 2560 for usability testing and iteration.

#### Achievements:

- Successfully translated research insights into a wearable glove that addresses the diverse needs of stroke patients and physiotherapists.
- Received acclaim from industry professionals for its innovative approach and potential impact on healthcare practices.

### **Graphic Designer**

2AdPro Media Solutions

May 2014 - Jul 2015

Bengaluru, India

- Conceptualised and developed graphics, illustrations, and layouts for print and digital media.
- Worked for Fairfax Media (Australia)

## EDUCATION

### **Post Graduate Diploma, Industrial Design**

D.J. Academy of Design

2016-2019

Coimbatore, India

### **Bachelor of Visual Arts, Applied Art**

College of Fine Arts

2010-2014

Bengaluru, India

## AWARDS

2021

### **Winner of HP Inkspiration**

#### **Award- Asia Pacific**

Premium Photobook

Category- Canvera Digital Technologies Pvt. Ltd.

2014

### **Award for Excellence -**

#### **Awarded 1st Prize for artistic**

#### **involvement and**

#### **achievement**

Department of Applied Art,

College of Fine Arts, Karnataka

Chitrakala Parishath

## INTERNSHIPS

### **User Experience Designer**

May 2018 - Jul 2018

Regalix India Pvt Ltd

### **Graphic Designer**

Apr 2013 - Jul 2013

Ogilvy & Mather

## LANGUAGES KNOWN

English, Malayalam, Kannada

## REFERENCES

- **Manish Sharma**  
**CEO, Printo**  
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Bengaluru, India
- **Avijit Banerjee**  
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