



SIMRAN DUGGAL

Product Designer

I'm a Product Designer based in Toronto who utilizes research to create user-centered products and experiences that solve user and business challenges. My Master of Design with a specialization on Digital Futures was recently finished. I've worked as a industrial designer, graphic designer and freelancer, and I appreciate learning how people think and behave. I use a combination of hands-on, collaborative, and iterative methods to drive to the solution. Bringing innovation and improved solutions to challenges in the business and design world both motivate and drive me to continue to grow.



+1 (647) 864-4265



simran.duggal@gmail.com



<https://www.behance.net/simrandugg4980>
<https://www.simranduggal.com/>



127 St. Patrick's Street,
Toronto, ON M5T 3C1

EDUCATION

2020 - 2022

OCAD University, Toronto, Canada

Master of Design (M.Des) in Digital Futures

2014 - 2018

Srishti Institute of Art, Design and Technology

Bachelor of Design (B.Des) in Industrial Design

2016 - 2017

Design - The Sustainable Design School, France

Exchange Semester - Sustainable Product Design

2014 - 2018

Amity International School

PCM with Computer Science

SKILLS

Product Design	Experience Strategy
Visual Design	User-centered Design
UI/UX + Prototyping	User Testing
Design Thinking	Interaction Design
Graphic Design	Design Research

TOOLS

Adobe Suites

Photoshop, Illustrator,
InDesign, Premiere pro, XD

Wireframing and Prototyping

Figma, Invision, Marvel,
Balsamiq, Sketch

3D Modelling

Solidworks, Rhinoceros 3D,
3DS Max, Fusion 360, Keyshot

MS Office

WORK EXPERIENCE

GRAPHIC DESIGNER

Dec 2021- Present

SKYMATTIX

- Spearhead visual identity including brand positioning, promotions, and digital marketing.
- Develop creative rebranding assets for clients like logo development, web interface design and creative advertising content for social media

GRADUATE STUDENT MENTOR

April 2021- May 2022

OCAD UNIVERSITY

- Student representative for Digital Futures Graduate Program.
- Critically reflect on program needs from the perspective of a student mentor and make suggestions for orientation adjustments and preparatory suggestions and program experience.

COMMUNICATIONS & DESIGN ASSISTANT

April 2021- Aug 2022

HOEM ON JARVIS

- Graphics design: Creating marketing content for the residence like posters, weekly newsletters, monthly calendars, promotional videos
- Content for social media: Creating and sharing content on the HOEM Instagram, Facebook, and TikTok accounts to keep HOEM students involved and informed!
- Marketing and promotions: Help with the HOEM digital marketing and promotional strategy.

INDUSTRIAL DESIGNER - PRODUCT PLANNING

Sept 2018 - Oct 2020

HAVELLS INDIA PVT. LTD.

- Working on designing and innovating consumer products and homeappliances like Fans, water purifier, lighting , personal grooming products etc.
- Creating Digital Experience and Interface design for smart products
- Developing products from concept to factory production while keeping within timelines to bring fully developed products in the market.

PRODUCT DESIGN INTERN

May -July 2017

WRAP ART & DESIGN PVT. LTD.

- Bonjour India 2017(in collaboration with Institut français India,New Delhi), research phase and conceptualisation
- The Polish Collaborative Project (in collaboration with Polish Institute, New Delhi) - major part of Research, conceptualisation, ideation and 3D prototyping of the Final Concept.

DESIGN INTERN

May-June 2015

ART ALIVE GALLERY

Managing their online gallery "Emergingartists.in". Graphic Design work - Designed layouts, invites for the website and flyers to promote the site on social media.