MANYA GUPTA

Industrial Designer | Product Research & Strategy
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PROFILE

Industrial Designer with a Master of Industrial Design from Georgia Tech and experience taking products from research and opportunity identification through concept development, prototyping, and product development. Worked across consumer appliances, healthcare, physical-digital products, sports technology, EV infrastructure, furniture, and personal care, collaborating with engineering, business, and manufacturing teams to translate user and market insights into viable products.

EXPERIENCE

Lasko Products | Industrial Designer | May 2025 – Aug 2025

- Contributed to 4 heater product ranges spanning multiple SKUs, supporting consistency across form, CMF, interaction, and component integration.
- Conducted consumer, category, competitive, and trend research to identify market opportunities and inform product direction and feature priorities.
- Developed concepts through sketching, CAD, visualization, prototyping, refinement, and design reviews.
- Collaborated with engineering and business teams to balance consumer needs, aesthetics, functionality, cost, brand direction, and manufacturability, supporting product strategy and market positioning for the Winter 2026 launch.

Georgia Institute of Technology VIP | Project Lead, Fall Detection Device | Aug 2025 – May 2026

- Led a 12-person multidisciplinary team developing a non-wearable fall-detection solution for assisted-living and elderly-care environments.
- Conducted and synthesized research with older adults and caregivers to understand needs, behaviors, concerns, and environmental constraints, translating findings into user requirements, design criteria, and product opportunities.
- Coordinated design, engineering, research, and technical workstreams through collaborative design sessions, concept development, physical form exploration, CAD, prototyping, and iterative refinement.
- Managed project milestones, delegated workstreams, and communicated research findings and design rationale to academic and industry stakeholders.

Georgia Institute of Technology | Graduate Teaching Assistant | Jan 2025 – May 2026

- Supported Dr. Abigail Stangl's master's-level studio through Multisense Studio Lab, focusing on inclusive design for visual impairments, disability justice frameworks, and accessibility-centered practice.
- Conducted critical literature reviews, accessibility audits, and institutional policy reviews applying WCAG and ADA guidance, supported interviews and walkthroughs with blind and visually impaired users, and guided accessibility interventions for the Robert C. Williams Paper Museum.

Stupa Sports Analytics | Lead Industrial Designer | Feb 2024 – Aug 2024

- Led industrial design for an AI physical IoT sports analytics product, taking it from research and concept development through commercialization.
- Conducted market and competitive research to understand the sports-tech landscape, existing solutions, user context, and opportunities for differentiation.
- Translated user, technology, and market insights into product direction, design strategy, and a cohesive visual language.
- Developed form studies, CAD, prototypes, and CMF while balancing high-speed imaging, sensors, electronics, ergonomics, materials, assembly, and manufacturing requirements.
- Coordinated with engineering, technology teams, and vendors to resolve product-development constraints and translate design intent into feasible solutions.

3D Nest | Industrial Designer | May 2023 – Jan 2024

- Worked across live client projects in consumer products, healthcare equipment, EV infrastructure, furniture, appliances, and hardware, adapting design approaches to different users, categories, and manufacturing requirements.
- Conducted competitive and contextual research to identify user needs, market opportunities, category considerations, and product differentiation.
- Developed concepts from briefs through sketching, CAD, visualization, prototyping, and design refinement while considering ergonomics, materials, component constraints, assembly, cost, and DFM.
- Developed detailed CAD and visualizations using SolidWorks, Fusion 360, Rhino, and Shapr3D, collaborating with clients, engineers, and manufacturers throughout product development.

Havells India | Industrial Design Intern | Jan 2023 – May 2023

- Redesigned a multi-styling personal-care device for travelers and younger consumers, using mixed-method research to understand consumer needs, behaviors, preferences, and category expectations.
- Conducted user, competitive, category, and behavioral research to identify unmet needs and opportunities around portability, functionality, versatility, and convenience, synthesizing findings into design requirements, opportunity areas, and product directions.
- Developed and refined concepts through sketching, CAD, visualization, and prototyping while balancing ergonomics, interaction, portability, brand, engineering, and manufacturing considerations.

SELECTED RESEARCH & DESIGN PROJECTS

Delta Air Lines | Consumer & Service Research

- Developed a research approach investigating the lifecycle of airline comfort items across passengers, flight attendants, and airline operations, conducting 20+ passenger interviews and research with airline-operations stakeholders alongside market, competitive, contextual, and trend research.
- Investigated collection, disposal, replacement, and operational handling to understand behaviors, time pressures, operational constraints, and gaps in lifecycle visibility.
- Synthesized findings to identify latent needs and whitespace opportunities, translating them into design principles, system requirements, and recommendations across passenger experience, operations, sustainability, and business needs.
- Developed and evaluated multiple concepts, including a modular physical product and connected digital experience, using prototypes, interaction flows, service blueprints, and a circular reuse model.

Carenest | Healthcare Product & Service Research

- Developed a mixed-method research approach combining 12 semi-structured interviews and a 20-person Qualtrics survey, including interview questions and survey content, to understand the family caregiving landscape, consumer behaviors, and unmet needs; supplemented by market and competitive research on care coordination, communication, caregiver burden, cognitive load, and family autonomy.
- Synthesized qualitative and quantitative findings through affinity mapping, stakeholder mapping, and service touchpoint mapping to identify recurring themes, unmet needs, and opportunity areas.
- Translated findings into product requirements, user scenarios, prioritized features, and product and service concepts, then evaluated early physical-digital concepts and incorporated user feedback into subsequent iterations.

EDUCATION

Georgia Institute of Technology | Master of Industrial Design | 2024 – 2026
Srishti Institute of Art, Design and Technology | Bachelor of Industrial Design | 2020 – 2023
Indian Institute of Crafts & Design | Diploma in Craft & Product Design | 2019 – 2020

SKILLS

RESEARCH & STRATEGY User Research | Consumer Research | Mixed-Methods Research | Interviews | Surveys | Qualtrics | Contextual Research | Participatory Research | Market Research | Competitive Analysis | Trend Analysis | Stakeholder Research | Accessibility Research | Insight Synthesis | Thematic Analysis | Affinity Mapping | Opportunity Mapping | Whitespace Analysis | Product Requirements | Design Strategy | Service Mapping | Journey Mapping | Co-Design | Concept Evaluation | Feature Prioritization

INDUSTRIAL DESIGN & PRODUCT DEVELOPMENT Industrial Design | Product Design | Physical-Digital Products | Concept Development | Sketching | Form Development | Ergonomics | Human Factors | CMF | CAD | Prototyping | 3D Printing | Product Visualization | Design Language | Materials Research | Manufacturing | DFM

SOFTWARE SolidWorks | Fusion 360 | Rhino | Shapr3D | Blender | KeyShot | Adobe Creative Suite | Figma