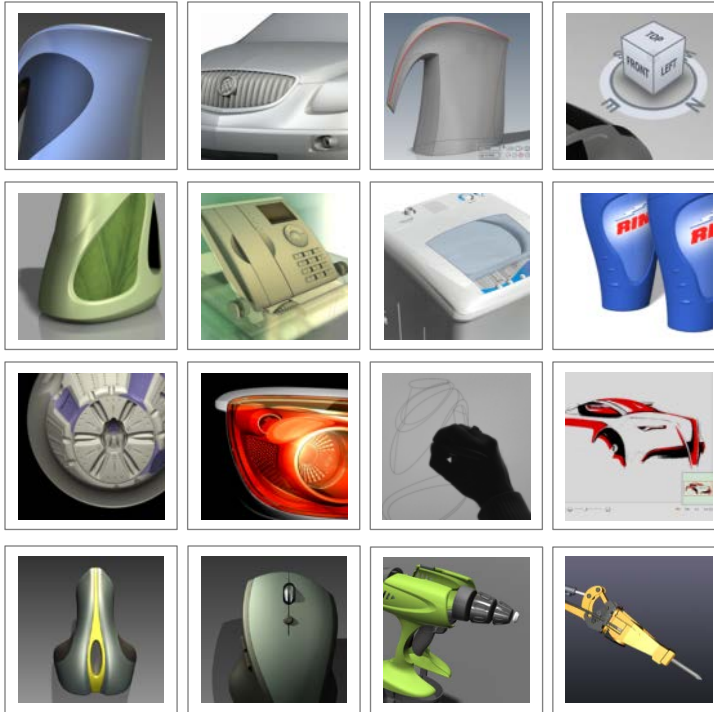




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Anirban Ghosh

I am a designer with background in engineering, automotive design, industrial design and user experience design.

Over the past 14 years, I have created designs for a wide range of products; from consumer goods to automobiles, from design software to technical documentation platform. I am passionate about mapping consumer behavior, identifying user requirements and creating solutions through design thinking. I am able to recognize the potential of new technologies and translate the possibilities into meaningful design solutions.

I apply my engineering knowledge, understanding of technologies, design expertise and creativity to architect new paradigms of user experience.

[Reference](#)

Employment

2005 – Present, Autodesk Inc., Toronto, Canada
Principal User Experience Designer – Design, Lifecycle and Simulation
Product Design Lead, Modeling - Alias Digital Concept
Product Support Lead – Alias Design

2003 – 2005, General Motors Corporation, Detroit - On-site placement by Tata Elxsi Ltd.
Digital Sculptor, Digital Designer

2001 – 2003, Industrial Design, Tata Elxsi Ltd., India
Design Lead, Project Lead

1997 – 2001, Mahindra and Mahindra Ltd., India
Automotive Designer

Education

2009 – 2010, Executive Certificate in Strategy and Innovation
MIT Sloan School of Management, Cambridge, MA, USA

Pragmatic Product Management – Pragmatic Marketing Certified.



1995 – 1997, Master of Design - Product Design
Industrial Design Centre, Indian Institute of Technology - Bombay, Mumbai, India

1990 – 1994, Bachelor of Engineering - Electrical Engineering
National Institute of Technology, Rourkela, India

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2

Buick Enclave – Exterior.
Digital Sculpting – Concept model
to release math-data

- Convert 2D sketches into 3D shapes
- Build surfaces defining exterior shape and go through several iterations by tooling the surfaces on 1:1 scale clay model to achieve the right visual appeal
- Build release quality surfaces for exterior body panels

[Reference](#)

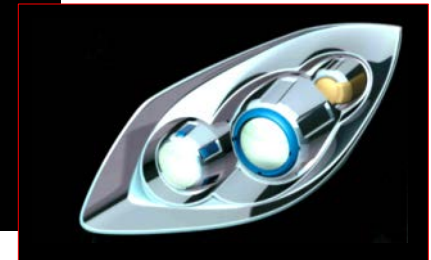


1 2

Buick Enclave – Exterior Components.

- Convert 2D sketches into detail 3D models
- Build final release models maintaining technical criteria and manufacturing requirements

[Reference](#)



1 2 3 4 5 6 7 8 9

Instructive design for training and marketing collateral on Alias Studio features

- Dynamic Shape Modeling
- Visualization – Image Based Lighting



1 2 3 4 5 6 7 8 9

Benchmark design and surface model

- Explore different types of shape definitions in a product model
- Articulate different surface transition requirements



1 2 3 4 5 6 7 8 9

Automatic Washing Machine Whirlpool India

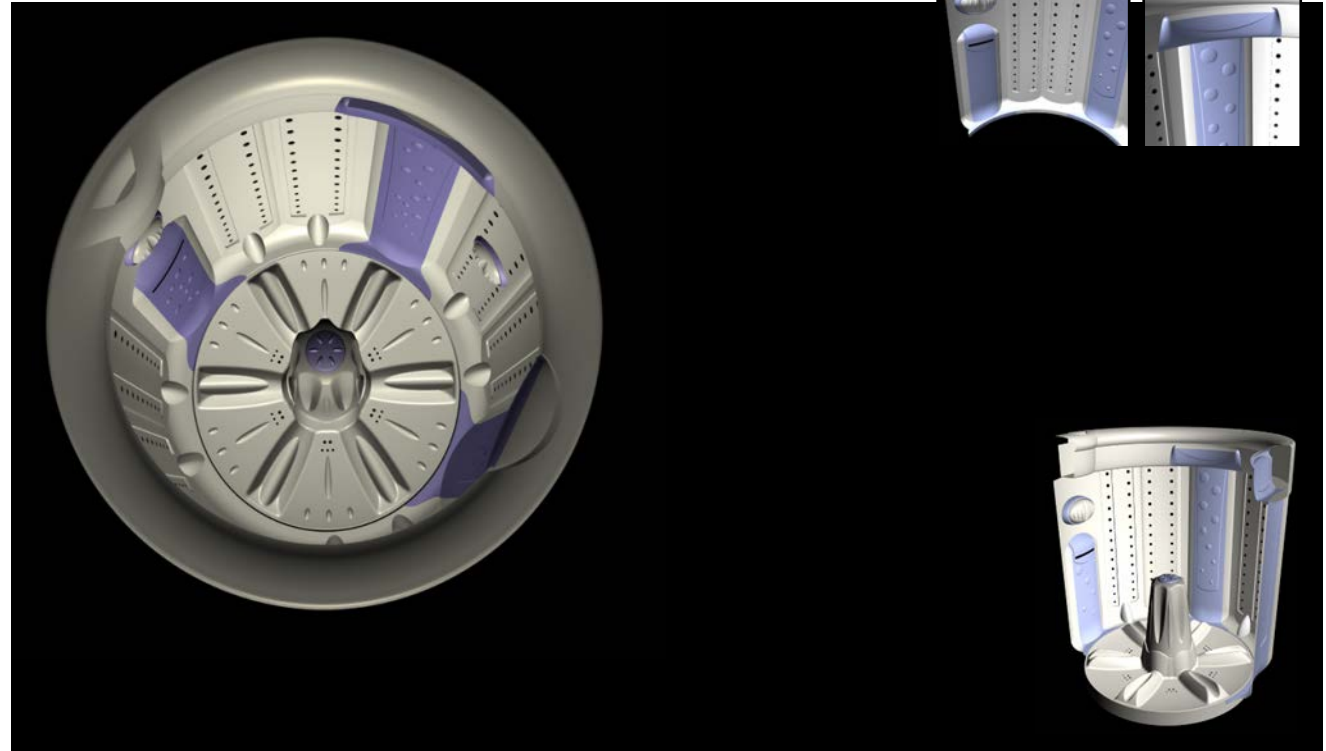
- From concept to final design model
- Coordinate part modeling and engineering details



1 2 3 4 5 6 7 8 9

Washing Machine Interior Whirlpool India

- From concept to final design model
- Design iterations through testing for better wash performance
- Coordinate part modeling and engineering details



1 2 3 4 5 6 7 8 9

Packaging for laundry detergent
Hindustan Unilever

- Proposal for economic Controlled Dispensing System
- From concept to final design model

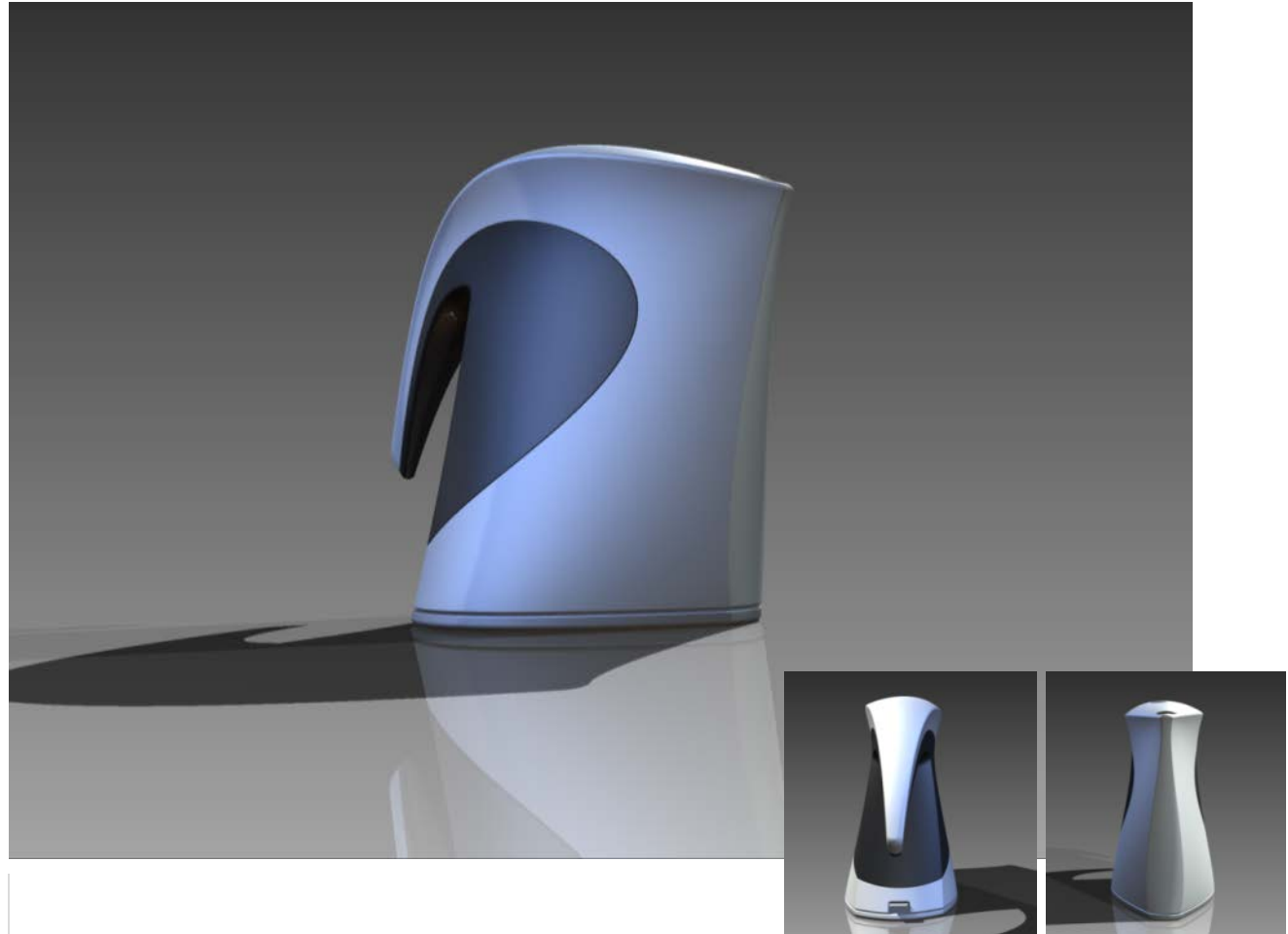


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Instructive design for training and marketing collateral on Alias Design for Inventor for Inventor

- Illustrate a completely new freeform modeling paradigm
- Emphasize how easily freeform shapes can be created

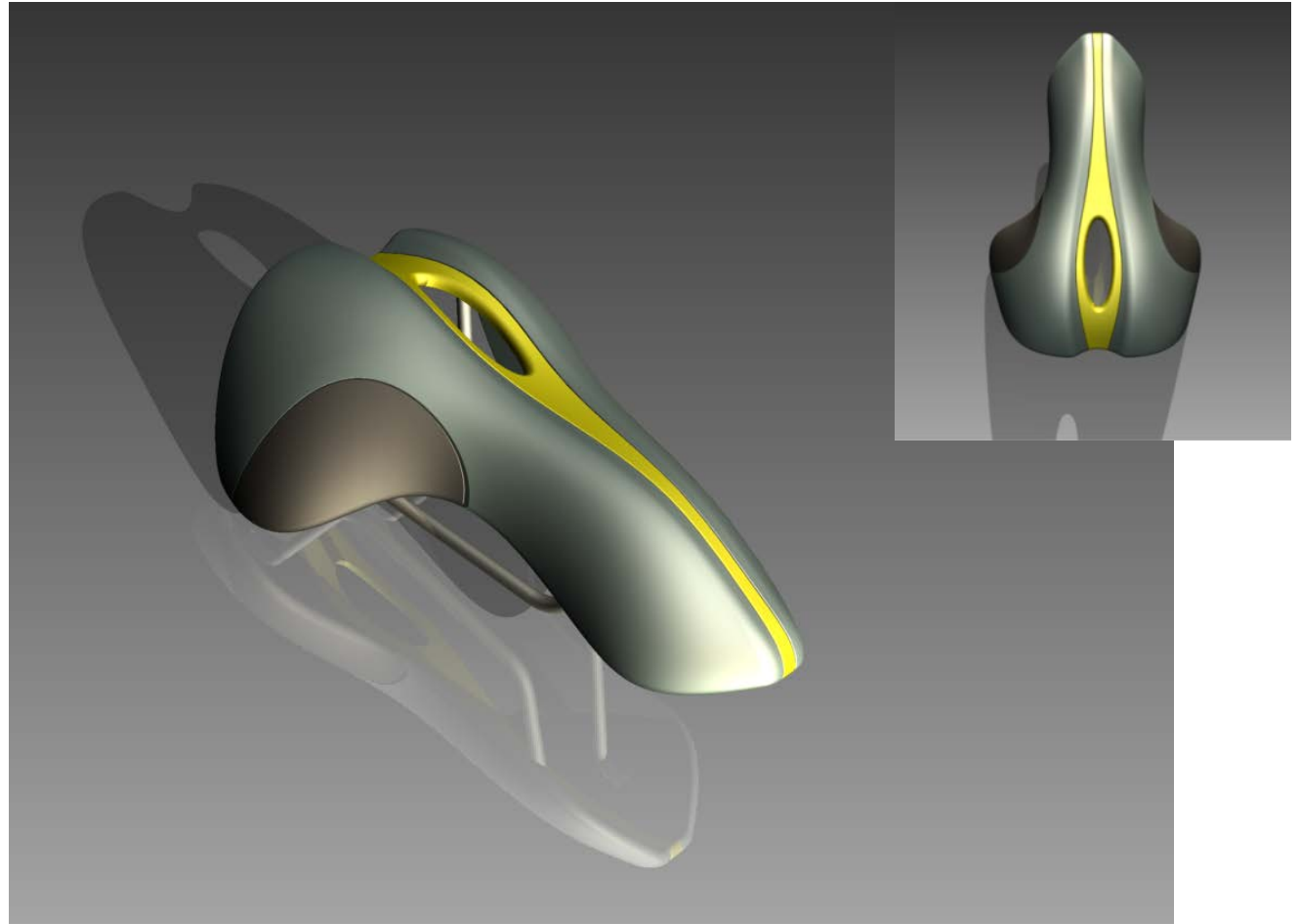
[Reference](#)



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Instructive design for training and marketing collateral on Alias Design for Inventor workflows

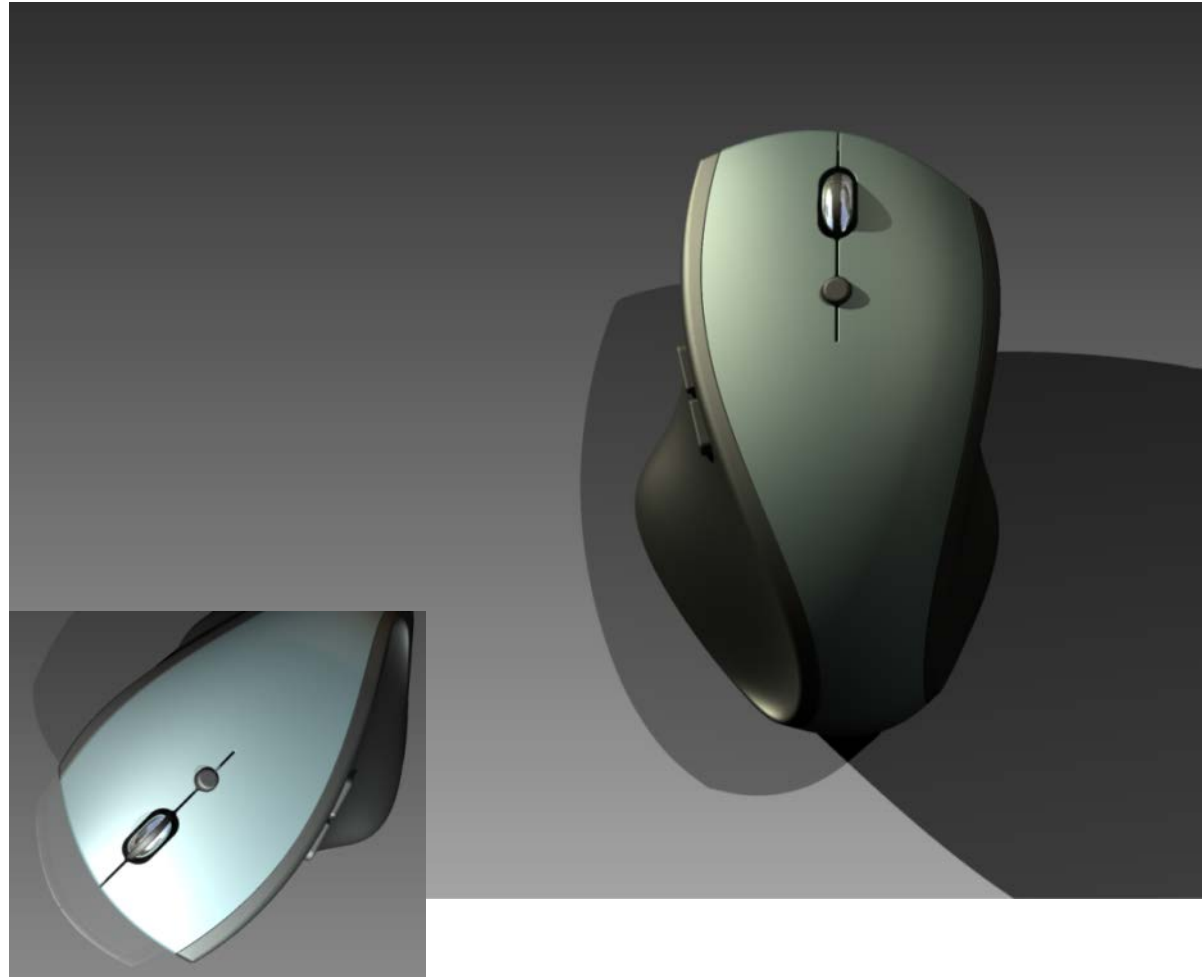
- Demonstrate the workflow of sculpting complex surface profile
- Show how easily surfaces with multiple profiles can be created and be edited further by directly editing the edges



1 2 3 4 5 6 7 8 9

Instructive design for training and marketing collateral on Alias Design for Inventor workflows

- Explain the capability of modeling complex freeform shapes
- Show how easily complex surface transitions can be created by editing the character edges



1 2 3 4 5 6 7 8 9

Instructive design to demonstrate the essential workflows and tools used in designing a consumer product with Autodesk Alias Design and Autodesk Inventor Fusion.

- Provide a clear understanding of the power of each application and guidelines for data translation.
- Collaboration of solid and surface modeling paradigms to accurately communicate design intent and details

[Reference 1](#)

[Reference 2](#)

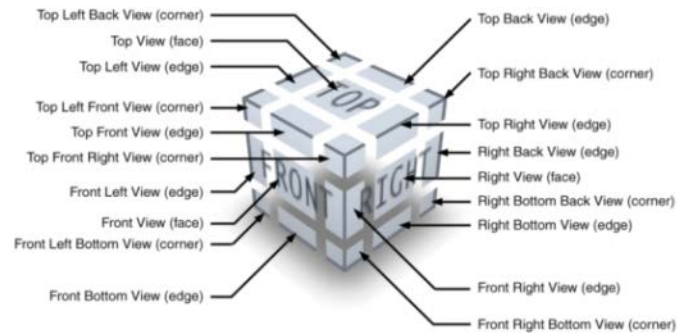


1 2 3 4 5

View Cube - Software Interface for 3D environment. The Corporate Standard of Autodesk Inc. for 3D software products.

- Idea of the interaction
- Initial design and interface details

[Reference](#)

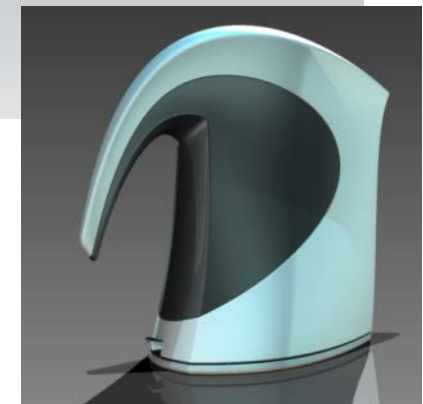
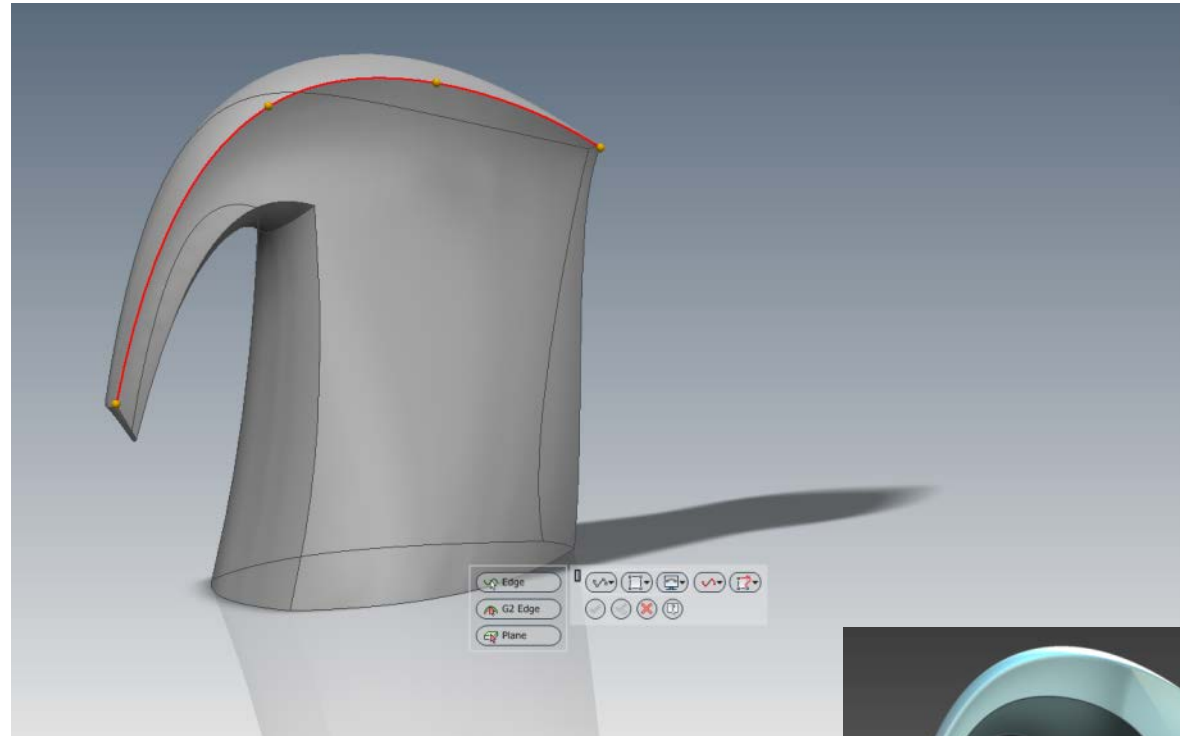


1 2 3 4 5

Alias Design for Inventor
The unique idea of creating a freeform modeling paradigm that simulates the natural shape definition process and automatically creates complex freeform shapes

- Create the interaction paradigm and design interface details
- Identify, design and provide support to software development for all relevant technology components
- Technical Product Management - Evaluate competitive products and research new technologies, develop Product Roadmap, create marketing collateral to communicate the product vision to market development and application engineers

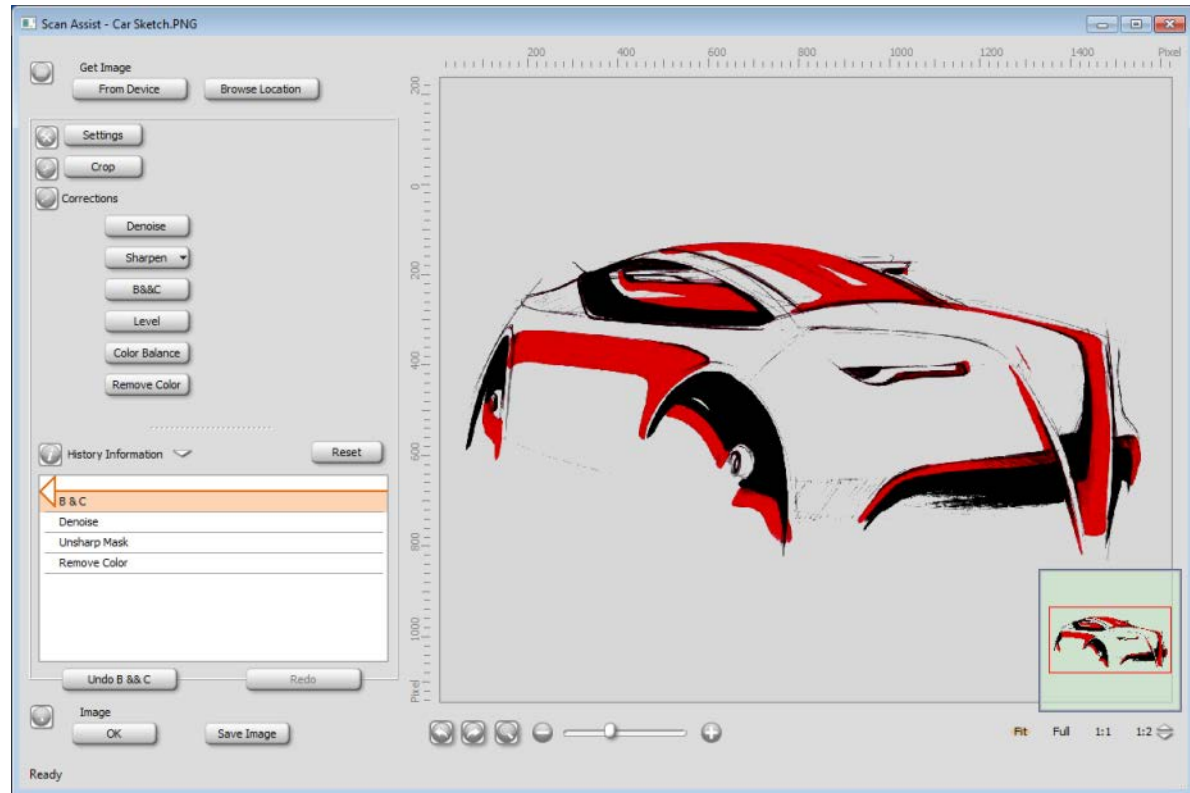
[Reference](#)



1 2 3 4 5

Image manipulation tool to process scan data

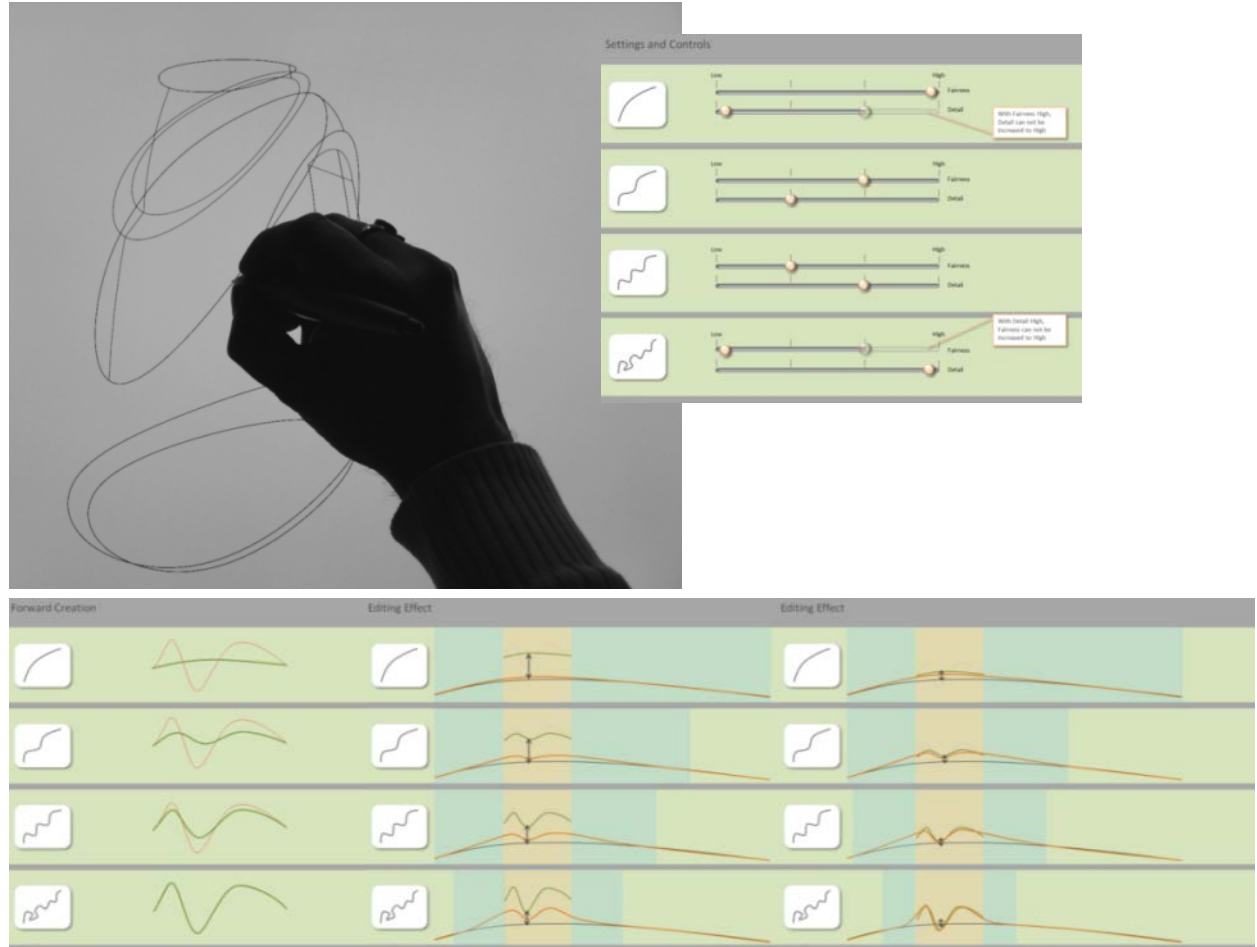
- Explore benefits of parametric feature tree approach for image manipulation
- Simplify scan data processing specific to design sketches and renderings



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Sketch interface for creating 3D curves. Alias Sketch uses this technology

- Interaction and curve creation details
- Design of background parameters and infrastructure for curve fitting



1 2 3 4 5

Inventor Publisher Mobile Viewer on Android platform

- Enhancement of basic interaction issues
- Layout of Interface Elements to cater to all sizes and resolutions of Android pads and phones.

[Reference](#)

