

AASHAY SHAH

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PROFILE

Industrial Designer with 3+ years of product design experience, currently focused on medical devices. Strong background in CAD, prototyping, ergonomics, industrial design, IP studies, and DFMA, with hands-on experience in research and market-driven design. Trained in medical device engineering processes, quality systems and standards, risk management, and regulatory requirements including FDA QSR (21 CFR 820), EU MDR, ISO 13485, and ISO 14971. Driven to design safe, compliant, and user-centered medical products.

EDUCATION

University of Michigan - Ann Arbor, USA **Dec 2026**

Master of Engineering: Advanced Medical Product Engineering and Development (AMPED) | GPA: 3.86

GLS University – Ahmedabad, India **2019 — 2023**

Bachelor of Design: Industrial Design with Specialization in Product Design | GPA: 3.19

SKILLS

Tool Stack: CAD Modeling (SolidWorks, Rhino) | KeyShot | Blender | Adobe Creative Suite | MS Office | Rapid Prototyping Tools (3D Printing, Laser Cutting, Vacuum Casting, Foam mockups, Part painting)

Human-Centered Design: Design Controls | Usability Testing | User Research & Stakeholder Interviews | Human Factors & Ergonomic Testing | IEC 62366 | HE 75

Execution: Cross-functional Collaboration | Project Coordination | Design Thinking | Workflow Optimization | Vendor Development and Management

WORK EXPERIENCE

Industrial Designer, InventIndia Innovations **Dec 2022 — Jul 2025**

- Led **12** projects as a Design Lead & contributed to **30+** projects across healthcare, consumer electronics, kitchen appliances, security systems.
- Oversaw tooling/manufacturing for **5+** products and CNC-level prototyping for **10+** projects.
- Acted as the lead designer in major projects like EQLifeband, On2Cook B2C & NAQI Logix.
- Led development of Upjaao's portable grain scanning device, currently in the production stage.
- Created an IP-based innovative product concept for the European market in the appliance sector for Boston Consulting Group (BCG).
- Built low and high-fidelity prototypes using 3D printing, CNC machining, and vacuum casting to accelerate iteration cycles and ensure reliable design validation.
- Executed design validation and verification (EVT, DVT) with usability testing and beta testing to ensure regulatory compliance and market readiness across projects.

Industrial Design Intern, InventIndia Innovations **Apr 2022 — Jun 2022**

- Conducted market research and competitive analysis for home automation systems, kitchen appliances, wearable devices, and a medical product pitch project, supporting product positioning for 4+ client accounts.
- Created and validated **10+** proof-of-concept models, including thermocol mockups, form/ID sketches, CAD models (Rhino), and high-fidelity renders (KeyShot, Procreate, Adobe Suite).
- Collaborated with multidisciplinary teams throughout the product development lifecycle and assisted lead designers in preparing and delivering research-driven client presentations for 5 major projects.

Product Design Intern, Pivot Drive **Nov 2021 — Apr 2022**

- Associated and committed to full engagement to support the launch of a new venture in the automation field.
- Worked independently on a project related to autonomous food delivery in ghost kitchens, focusing on research, product development, conceptualization, and engineering aspects till Proof of Concept (POC) level.

- Worked on startup initiatives by developing fuel dispensing products for purity, surety, and convenience to fuel demand
- Researched and developed novel product concepts by integrating IoT, Geo-Fencing, and SaaS features, and translated complex findings into clear visuals and pitch materials to support product strategy

KEY PROJECTS

Lead Designer, EqLifeband

InventIndia Innovations

- Designed and developed an ATEX-compliant 'Vital Monitoring Device and Armband' for Equivital, which was specifically designed for teams of people who work in aggressive and heat-sensitive environments like construction workers, army personnel, mine workers, and factory workers, to mention just a few.
- Based on the technology of Photoplethysmography, the device can monitor heart rates, body temperature, and WBGT monitoring for accurately measuring heat load. The device also reminds the user to maintain optimal fluid intake. Along with the design of the device, an ATEX-compliant strap was also designed.

Human Factors Designer, NAQI Logix

InventIndia Innovations

- NAQI is a smart earphone integrated with multiple sensors, enabling users to control digital devices through intuitive and hands-free gestures. These gestures include eye blinks, head tilts, or subtle muscle movements, detected using advanced bioelectrical signal sensors like EEG and motion sensors.
- I led the entire human factors and ergonomics part of the project. The tasks included designing and testing 30+ ear wing iterations with the constraint of the top sensor of the wing touching the Antihelix fold part of the ear. The design was aimed to cater to the 95th percentile.
- Multiple earphones in-ear bulbs were studied and further designed for NAQI, which were aimed to fit into the 95th percentile.

Designer, Telemedicine van

Setu Charitable Trust

- Collaborated on the design and development of a telemedicine van to deliver healthcare to remote villages in Kharaghoda, Gujarat.
- Conducted field interviews with operators and patients to understand user needs, accessibility challenges, and workflow pain points.
- Developed 3D CAD models optimizing interior layout for ergonomic use of medical equipment, efficient power supply integration, hygiene, and patient comfort in resource-limited settings.
- Coordinated with vendors and manufacturers to address mobility and deployment challenges, ensuring robust functionality in rural environments.