

Sadhika Rai

PRODUCT DESIGN & MARKETING

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Hi! I'm Sadhika – currently studying Product Design at Lasalle College of the Arts in Year 2. With an intensive background in marketing, I now have a well-built foundation in design too. I consider myself a detail-oriented design professional who explores every problem-solving through simple and creative design. Skilled in ideation, product development and visual communication, I enjoy my minimal designs through a maximalist approach. Challenging the form, function and colors of any product is a goal I strive to achieve with each project I take on. With a strong passion for craftsmanship, I have always given higher importance to functional designs that are made by hand. Through the product design course, I have explored production techniques – both hand-crafted and machine-made and have gotten the opportunity to explore different materials, production methods and ways of communicating designs. I strive to explore new facets of design by constantly evolving my methods and learning about what the design world holds in the future.

EDUCATION

Lasalle College of the Art, McNally Schools of Fine Arts [Singapore, 2026]
Candidate for BA (Hons) in Product Design

Northeastern University, D'Amore-McKim School of Business [Boston, 2022]
Candidate for Bachelor of Science in Business Administration and Design (Marketing)

École Mondiale World School [Mumbai, 2020]
International Diploma Program

WORK EXPERIENCE

Bombay Design Lab [June, 2024]
Furniture & Interior Design

- Assisted the designer with conceptualization of different series of furniture, including color palettes, sizes, materials and explored personal design through the opportunity to create a piece of furniture, experimentation with form and material in relation to the existing style of the design studio
- Curating themed and studio-specific marketing materials for socials, which led to increased website traffic and greater engagement on social media platforms in terms of inquiries and likes, allowing a broader learning of Meta and Instagram

Jerai Fitness Pvt. Ltd. [January, 2023]
Sales & Marketing

- Researched large scale industrial manufacturing and mass production of fitness equipment on an automated assembly line through factory visits and product development meetings – expanding knowledge base about production methods, materials and product aesthetic
- Gained an in-depth knowledge of biomechanics of the human body and human-centered design, essential to products like fitness equipment

Being Strong Global

[May, 2020]

Digital Marketing

- Quality controlled weekly content for socials, ensuring company standards and brand identity and developed and curated targeted marketing content (including captions, visuals, and promotional materials) that increased engagement on social media platforms, successfully reaching a younger audience and expanding brand awareness
- Conducted COVID-specific marketing campaigns and developed pricing strategies to further penetrate the market through stay-at-home campaigns, leading to an increased inflow of home gym equipment inquiries and increased accessibility to fitness in India and collaborated on improving the e-commerce website's user interface

Design Accent & Raj Bacchan Photography Mumbai, India

[September, 2020]

Digital Marketing

- Organized product shoots and explored new shoot material while working with the head photographer and editor, designers, and others in the team to craft social campaigns
- Produced artworks for websites, promotions and advertising from the shoot material while working with the marketing agency

SKF Films Pvt. Ltd.

[July, 2019]

Film Production

- Assisted the lighting and special effects team with creating moods like morning, night, rain on set and background sound effects for any fight scenes showcasing team effort and collaboration
- Organized the costume and prop schedule in accordance with actors' scene line-ups, closely working with strict deadlines and timings throughout the shoot

SKILLS & INTERESTS

Skills: Adobe Illustrator, Rhinoceros 3D, Shapr3d, Photoshop, InDesign, Blender, AutoCAD

Languages: Proficient in English, Hindi; Familiar with French

Interests: Travel, museum visits, sketching, painting, diving, spirituality & religion

ACHIEVEMENTS

Design Fundamentals (Coursera) : The course gave me a cohesive exposure to design – with basics like sketching, viewpoints and materials, as well as ideating, conceptualizing and CAD for design of everyday products like suitcases, hangers and water kettles.

Brand Identity and Strategy (Coursera) : The course familiarized me with concepts of marketing, branding and advertising through the curation of logos and color palettes.

Blender: 3D Modelling - Everyday objects (Udemy) : This course was solely about understanding Blender as a tool to design and visualize objects in 3D. Objects practiced were a dumbbell and hanger.