

Ruchir Gupta

Location: **Florida, USA**

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Mobile: **+1 (321) 272 6662**

Industrial Design • R&D • HCD • UX • CMF • FMCG, IoT, Rapid Prototyping, Wearables and Emerging Tech

Performance-driven creative with 10+ years of interdisciplinary skills and experience delivering innovative product solutions for community initiatives, startups, and enterprise clients across urban, rural and remote markets. Experience spans FMCG, localized brands, IoT, wearables, rapid prototyping, and emerging technologies. Skilled in human-centered design, cross-functional collaboration, and diverse materials and manufacturing processes. Proven ability to lead projects from concept to production, leveraging strategic thinking, advanced design tools, and clear communication to drive measurable impact.

Tools: **Rhino, KeyShot, Adobe CC, Microsoft Office Suite, Google Workplace, Notion, Wix, Figma, Hubspot, Beehiiv**
Languages: **English (Native), Hindi (Native), Punjabi (Conversational), Italian (Elementary)**

01. PROFESSIONAL EXPERIENCE

Industrial Designer - Groundswell Startups, Inc., Florida, USA **10.2023 - Present**

- Direct end-to-end product development, translating founder ideas into manufacturable solutions and scalable systems.
- Led the design and development of 150+ PoCs, MUPs, and MVPs, assisting in 25+ patent applications and 15,000+ 3D-printed parts at the Prototype Lab at Groundswell Startups.
- Align lab strategy with organizational goals, contributing to revenue growth and expanded service capabilities.
- Lead full P&L oversight of the Lab, managing quoting, cost modeling, pricing, and margins to drive financial sustainability.
- Conceptualize, build and refine lab workflows and operational systems to improve efficiency, quality, and throughput.
- Mentor and manage interns, engineers and vendors while collaborating cross-functionally to execute high-impact projects.

Design Lead and Founding Team Member - Menmitsu Private Limited, Haryana, India **12.2020 - 06.2022**

- Translating industrial SOPs to actionable insights using visual intelligence.
- Designed, developed, and built custom SaaS and IoT platforms for classic B2B industries.
- Explored remote collaboration and supply chain analytics ideas using wearables and computer vision.
- Constructed 30+ modular plug-and-play modules - combined with various sensors and run on the cloud as needed.

Founder and Proprietor - Mundane Everyday, Haryana, India **03.2020 - 06.2022**

- Had the opportunity to work as a proprietor and freelance product designer on over 100+ projects, creating visually appealing and functional products.
- Worked on various projects, including research, product and packaging design, experience, furniture, and graphics.

Senior Industrial Designer - OYO Research, Haryana, India **09.2019 - 01.2020**

- Focus on creating a meaningful impact regardless of the medium.
- Identified bold problems across OYO's 10 businesses and the hospitality industry.
- Drawing inspiration from design thinking, academic research, artistic intuition, market research, building tangible interfaces, and conducting anthropometric studies.

Industrial Design Consultant - designEARTH, Karnataka, India **12.2017 - 06.2019**

- Visited job sites to get measurements and performed other duties as required.
- Developed customized design concepts and products, including Wood-fired ovens, Grills, Pizza Ovens, etc.
- Created catalogs and brochures; redesigned the company's existing products to increase efficiency and improve quality.

Product Designer - Ducere Technologies Private Limited, Hyderabad, India **09.2016 - 12.2017**

- Designed and innovated intuitive, unobtrusive, and user-friendly wearable products.
- A few projects involved designing concepts related to haptic footwear, kids' mobility, and tracking.
- Built prototypes throughout all the stages of the product development cycle for various multi-disciplinary projects.
- Collaborated with the engineering and mechanical teams to in-still full functionality into the prototypes, accompanied with detailed documentation.

Industrial Design Intern - Desmania Design, New Delhi, India **05.2015 - 06.2015**

Design Intern - Sahil and Sarthak Design Company, New Delhi, India **05.2014 - 06.2014**

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02. EDUCATION

Master of Science, Human Centered Design

Florida Institute of Technology (FIT or Florida Tech), Florida, USA

08.2022 - 05.2024

GPA 3.75 / 04

Master of Design, Industrial Design

Florence Design Academy (FDA), Florence, Italy

09.2018 - 05.2019

GPA 87.92 / 100

Bachelor of Design, Industrial Design

Srishti Institute of Art, Design and Technology, Karnataka, India

07.2012 - 07.2016

GPA 8.34 / 10

Exchange Programme

The DesignSkolen (DSKD), Kolding, Denmark

08.2014 - 12.2014

03. PROFESSIONAL, CREATIVE SKILLS & TOOLS

Technical

- 3D Digital Modelling (CAD) and Rendering: Rhinoceros, KeyShot
- Graphic Packages: Adobe CC (Indesign, Illustrator)
- Workspaces: Apple iWork, Microsoft Office Suite, Google Workspace
- Project and Product Management: Notion, Asana
- Website: Wix Builder
- User Experience and Interface: Figma, Invision Studio, Zeplin
- Writing and Marketing: Overleaf (LaTeX), Hubspot, Beehiiv, Buffer

Personal

- Dynamic
- Communication
- Public Speaking
- Leadership
- Cross-Function
- Problem-Solving
- Innovation
- Mentorship
- Hands-on
- Curious
- Playful
- Tinkerer

Creative

- Brainstorming, Sketching, Ideation, Mock-up, Prototyping, Product Development, Validation
- Documentation, Design Thinking, Research, Evaluation, Wireframing, Storyboarding, Testing
- Wearable Technology, Connected Products, Product, Experience, Service and Systems Design

04. ADVISORY, JUDGING & SPEAKING

- Guest Speaker, Espresso Ventures - Naples Tech Meetup, Florida, USA
- Co-host and Emcee, Space Coast Initiative - Product Futures Summit, Florida, USA
- Co-host and Emcee, Space Coast Initiative - Hackathon, Florida, USA
- Judge, CADE Prize for Inventivity, The CADE Museum, Florida, USA
- Cohort Mentor, National Science Foundation - TechFutures Summer Program, Florida, USA
- Guest Speaker, StarterStudio - Tech Build Accelerator, Florida, USA
- Core Team Call - Guest Member, Florida High Tech Corridor, Florida, USA
- Advisory Board Member, College of Biomedical Engineering & Science, FIT, Florida, USA
- Judge, Northrop Grumman Senior Design Showcase, FIT, Florida, USA
- Guest Speaker, College of Business (Class on Creativity & Innovation), FIT, Florida, USA
- Select Participant, International Design Camp, The DesignSkolen, Kolding, Denmark

2026

2026

2025, 2026

2025, 2026

2025, 2026

2025

2025 - Present

2025 - Present

2024 - 2026

2024

2014, 2019

05. EXHIBITIONS & SHOWCASES

- Prototyping Showcase, Economic Development Commission of FL's Space Coast, Florida, USA
- eMerge Americas, Miami Beach, Florida, USA
- Space Coast Symposium, NASA Kennedy Space Center, Florida, USA
- Synapse Summit, Amalie Arena, Florida, USA
- Srishti Expo, Srishti Institute of Art, Design and Technology, Bengaluru, Karnataka, India

2025

2025

2024

2024

2016