Sowmithra Thangaraj

Product Designer
www.sowmithra.com

Contact

sowmithangu@gmail.com
9489855749

Experience

Freelance / Game Design
Remote / Nov 2023 - Present

Moving minds
- Designed and developed educational games for 10+ age group in the subject areas of chemistry and botany
- Visual design for festival activity kits
- Box and visual design for game packaging

Traning in Montessori method / IMTC
Coimbatore / Oct 2023 - Sept 2024

- I took a sabbatical after maternity break
- Pursued research and training in Montessori method to upskill my understanding on wholistic development of children

Byju's / Pedagogical Design Lead
Bangalore / Apr 2021 – Apr 2023

- Worked in Art, Animation & Video Program
- Lead a team of visual and curriculum designers for developing Grade group 1(GG1:6-8yrs)
- Researched and developed Learning Design Framework (LDF) for the GG1 curriculum
- Designed age-appropriate lesson plans for delivering concepts in Art & Animation
- Worked in developing interactive lesson plans by designing User Interface wireframes
- Designed and developed after class activities focusing on the user experience and engagement
- Worked with the Teacher Success (TS) team to provide video tutorials for training teachers

Flintobox / Product Designer
Chennai / Oct 2017 – Apr 2021

- Designed activities for theme-based activity boxes for the age group 4-5 years
- Lead a team of designers for developing activities for the age group 2-5 year
- Coordinated with customer support for feedbacks and incorporated them in upcoming product revamp cycle

Flintoclass
- Designed and developed end to end products under curriculum design for Upper Kinder Garden
- Developed activities following the play-way method for a wholistic development of the child
- Coordinated with the supply chain team for material safety check, sample approvals and quality reviews
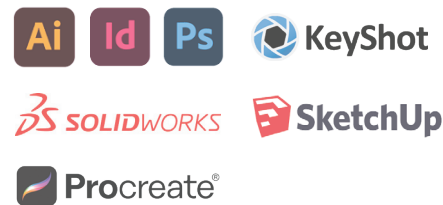- Conducted user testing to test prototypes and materialize the concept

Education

DJ Academy of Design
UG Diploma in Industrial Design
2012-2016

Interests

Product design
Pedagogy
Creative education
Learning experience
Child phycology
Research & analysis
Experimental art
Toys & games

Software Skills

Ai Id Ps KeyShot
SOLIDWORKS SketchUp
Procreate

Smartivity / Product Design Intern
New Delhi / Mar 2017 – Oct 2017

Conceptualized, designed and developed a DIY STEM toy – Snow Glow Castle for 6+ age group

Kavade / Game Design Intern
Bangalore / Oct 2016 – Jan 2017

Visual design and materializing elements for traditional games from different parts of the world

Parryware / Product Design Intern
Chennai / Dec 2015 – May 2016

Researched, conceptualized and designed a series of bath accessories for elderly adults and special needs to cater to physical challenges faced as a part of graduation project

Brainstars / Game Design Intern
Bangalore / May 2015 – June 2015

Designed and created prototypes to test science-based activities and game for 6+ age group