

Deepak Selvaraj

Portfolio

www.deepak.design

Contact

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Canadian Permanent Resident
US H-1B holder
Open to relocation

EDUCATION

MS, Industrial Design

Georgia Institute of Technology
2016 · Atlanta, GA

BS, Mechanical Engineering

Amrita University
2013 · Coimbatore, India

TOOLS

SolidWorks
PTC Creo
Rhino
Keyshot
Adobe Creative Suite

SKILLS

Class A Surfacing
Parametric Modeling
Master Modeling
Design for Manufacturing/Assembly
Injection Molding
Product Visualization

AWARDS

ChopFit
IDEA 2020 Finalist

Coca-Cola Freestyle 9100
iF Design Award 2019

Decontamination Fogger
CDC Green Champion

INTERESTS

Formula 1
Strength Training
Cooking
Gardening

EXPERIENCE

Industrial Design Consultant

Jan '21 - Present · Mississauga, ON

- Working with design agencies, entrepreneurs, and corporations on concept generation, visualization, industrial and packaging design.
- Focusing on consumer electronics, home appliances, and sports equipment.
- Delivering ID surface and master control models in Rhino/SolidWorks for engineers, and photorealistic imagery using KeyShot for marketing and e-commerce.
- Collaborating with mechanical engineering and electronics partners in delivering turn-key design solutions to clients.
- Evaluate and iterate upon finalized design concepts with offshore prototyping and mass manufacturing vendors.

Product Designer — Clandestine Product Development

Mar '18 - Nov '20 · Austin, TX

- Designed and developed a range of consumer, household, and lifestyle products from conceptualization to production-ready designs for plastic injection molding, metal CNC machining and extrusion processes.
- Handled client interactions, sketched and presented industrial design concepts, CMF study, building master models in SolidWorks for mechanical engineers.
- Fabricated prototype parts using FDM/SLA prints, worked with off-shore vendors and sourced machined plastic, metal, and sheet metal parts for functional builds.
- Worked with offshore contract manufacturers in bringing the finalized design concept to production and solving scalability issues pertaining to mass production of designed parts through the lifetime of the product.

Industrial Designer — The Coca-Cola Company

Aug '16 - Feb '18 · Atlanta, GA

- In-house ID support for the new-generation Freestyle 9100 dispenser, reported to the Director of Design.
- Worked between external ID firms and in-house mechanical engineers facilitating transfer of Alias/Rhino Class A models to PTC Creo.
- Developed the ID, UI and the overall UX for an experimental new water dispenser; helped bring the proof-of-concept model to life working with the in-house R&D teams and external manufacturing vendors.
- Developed and standardized CMF master documents, evaluated color chips, matched Pantone swatches, for the Freestyle family of dispensers and directed branding and artwork development for new products.
- Addressed user-experience pain points in existing products with retro-fit-friendly design solutions, validated through CNC machined and SLA 3D printed parts.

ID Shadowing — Delta Faucet Company

Oct '15 · Indianapolis, IN

- Shadowed the in-house ID team at Studio i3 and learned about the design process from concept sketches, prototyping, CMF definition to mechanical detailing and interfacing with the engineers.
- Interviewed designers and engineers to understand individual 3D modeling preferences and best-practices in PTC Creo for graduate thesis on Best Practices in Parametric Modeling.

PRODUCT

Best Practices in Parametric Modeling — Graduate Thesis

Designed and developed an educational tool for best-practices in parametric modeling called Parametrix. Collected input from engineers across 32 product design firms through interviews, analyzed the data and designed a deck of cards containing tips and tricks to build robust parametric CAD models.

Freestyle 9100 Beverage Dispenser — The Coca-Cola Company

Managed Class A surface model workflows in Rhino and PTC Creo for mechanical engineers for the flagship 9100 dispenser. Designed and developed a new ice lever for the dispenser. Created a formal master CMF document to standardize and streamline the ID color, material and finish specifications for the entire lineup across various teams.

Ergonomic Keyboard — Goldtouch

Concept sketches and form development for an ergonomic split keyboard featuring an innovative mechanism to tent and splay the two halves. Developed the final design concept, keycap artwork, defined the colors, materials and finish, built the full mechanical design and CAD assembly of the final design and released to production.

Functional Fitness Equipment — ChopFit

Form development, ergonomics, CMF and branding of Chopper for ChopFit, a functional fitness equipment that uses chopping motion as the foundation for a full-body cardio and strength workout. Chopper is an IDEA 2020 Finalist.