

# SAMEEKSHA BHATIA

<https://www.sameeksha.design>

[sameeksha.design@gmail.com](mailto:sameeksha.design@gmail.com)

<https://www.linkedin.com/in/sameekshabhatia/>

+971502728609

## ACHIEVEMENTS

- Designed a “DIY Basket Bot – Build a Wooden Robot Toy” for children aged 5-8 years that entered production in 2024, now available on the market, demonstrating design viability and commercial success, visible here: <https://www.havi.co/products/basketbot-diy-basketball>
- Redesigned the visual and structural language of the 5-1 Dough Roller at Creative Kids, creating 3D models and prototypes, resulting in successful production rollout in the United States
- Drove development and cost optimization of multiple products now in production by coordinating with factories in China and managing detailed cost and production trackers in Excel

## WORK EXPERIENCE

### Kingdom Toys | Experience Designer (Project Work)

Remote work - Dubai | 2025

- Designed immersive Batcave experience, from concept to client-ready 3D renders
- Utilized Photoshop, Rhino, and Blender for concept visualization and final presentation
- Developed interactive playground equipment for children, combining thematic design with 3D modeling and digital prototyping tools

### Godrej Future Factory | Industrial Designer

Mumbai, India | 2023

- Led a prototyping team in creating innovative technology that helped our clients increase sales by 30%
- Developed proficiency in various AI tools, improving client pitch presentation turnaround time by 50%
- Gained 200+ hours of hands on experience with Blender, creating 20+ renders and assets for 5 projects
- Hands on manufacturing experience with metals and plastics while creating 4-8 ultra realistic prototypes in 1 year

### Havi.Co | Product Developer (Project Work)

Remote work - Dubai | 2023

- Designed a DIY Basket Bot – Build a Wooden Robot Toy for children aged 5-8 years that entered production in 2024, now available on the market, demonstrating design viability and commercial success, visible here: <https://www.havi.co/products/basketbot-diy-basketball>
- Conceptualized a play model to enhance engagement with Havi products, aimed at increasing playtime by 20%
- Provided actionable insights through user testing, ensuring the product was intuitive and engaging for children

### Creative Kids | Associate Product Developer

New York, USA | 2022

- Managed five brand lines, introducing new products and optimizing legacy models to boost financial performance by 20%
- Led the end-to-end development of a new girls' craft line, designing and producing 20+ unique products within 6 months, meeting stringent deadlines and budget constraints
- Created production-ready 3D models for 2-4 products, ensuring seamless manufacturing and reducing prototype revisions by 60%

### Guidecraft | Industrial Designer (Project Work)

Remote work - Dubai | 2022

- Conducted comprehensive research and conceptualized designs for 2 innovative products, exploring creative solutions aligned with user needs and market trends
- Developed detailed concept sketches and initial 3D models to visualize design intent, laying the groundwork for potential future development

### Hexbug | Industrial Designer (Intern)

Texas, USA | 2021

- Designed and hand-rendered 100+ toy concept drawings for 6 products as part of a client pitch, focusing on manufacturability for injection molding
- Collaborated with engineers to develop 4 characters for Hexbug's Junkbots series, from concept to in-house 3D printed prototype, within 1 month ensuring brand alignment

## VOLUNTEER

### **The Big Break Foundation Talents Program Coordinator**

Remote Work - Dubai | 2025

Expanding outreach strategy by mapping organizations that support diverse early-career talent, laying groundwork for impactful partnerships in upcoming Talent Programs.

### **Themed Entertainment Association (TEA) NextGen Committee Member**

Remote Work - Dubai | 2025

Facilitate connections between students, young professionals, and seasoned industry experts, ensuring an inclusive, supportive entry into themed entertainment.

## EDUCATION

### **Savannah College of Art and Design**

Georgia, USA | 2021

BFA Industrial Design

Minor: Themed Entertainment | Business Collaboration

Awarded Dean's List every quarter

### **NextGen Showcase**

Remote Learning | 2025

Themed Entertainment Educational Course

Building a project from Blue-sky phase to production in a Studio Team of aspiring professionals, with industry veteran mentors

Link to project - <https://www.nextgenshowcase.com/202425-work/merkaba-city>

## SKILLS

<b>Certification</b>	IAAPA Education: Institute for Attractions Professional, Duke of Edinburgh Awardee (Gold)
<b>Software</b>	Twinmotion, Blender, Revit, Adobe Photoshop, Adobe Illustrator, Solidworks, Keyshot, Fusion 360, Rhinoceros/Rhino
<b>Fabrication</b>	Scope & Deliverables, Site Plan, 3D modeling, Ride Theming, Elevation Drawings, Narrative Writing, Market Research, Show Element doc.
<b>Design</b>	Design Thinking, Idea Visualization, Contextual Research, Ideation, Technical drawing, Sustainable thinking, Blue Sky conceptualization
<b>Languages</b>	English (Native), Hindi (Native)