

ABHI DALAL

WWW.ABHIDALAL.COM

ABHIDALAL21@GMAIL.COM

415.852.1818

Experience

A5, PLEASANTON, CALIFORNIA

MARKETING & UX DESIGNER, JANUARY 2019–MAY 2020

- Developed the brand language for A5.
- Created marketing assets and moderated social media channels.
- Lead marketing campaigns with a fresh new outlook for the brand.
- Designed the company booth for the Dreamforce conference.
- Worked towards a complete website refresh.

IDO DESIGN, AHMEDABAD, INDIA

PRODUCT DESIGN INTERN, MAY 2016–AUGUST 2016

- Designed smart furniture, provided various non-conventional CMF options to keep manufacturing cost low.
- Created multiple 3D models and renderings according to manufacturing standards.

J.A. AUTOMOBILE, AHMEDABAD, INDIA

INTERN, MAY 2014–AUGUST 2014

- Performed vehicle maintenance and overhaul alongside mechanics.
- Received training in restoration and repair of old and destroyed automobiles and spare parts.

Skills

ADOBE CC

FIGMA

SKETCH

WORDPRESS

INVISION

ONTRAPORT

SOLIDWORKS

SKETCHBOOK PRO

Education

GENERAL ASSEMBLY

SAN FRANCISCO, USA, 2019

UX Design Bootcamp

ACADEMY OF ART UNIVERSITY

SAN FRANCISCO, USA, 2015–2018

M.A. Industrial Design

INDUS INSTITUTE OF TECHNOLOGY AND ENGINEERING

AHMEDABAD, INDIA, 2011–2015

B.E. Automobile Engineering

Achievements

SPRING/WINTER SHOW

SAN FRANCISCO, USA

Diverge—Metal furniture, featured in the Academy of Art Fall Show 2017 and Spring Show 2018

NEWSLETTER FEATURE

SAN FRANCISCO, USA

Diverge—Metal furniture, featured in the Academy of Art Newsletter