

# Nishtha Luhadia

## Industrial Designer | CMF Strategist | Material Innovator

Portfolio: [www.nishthaluhadia.com](http://www.nishthaluhadia.com)

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Nishtha Luhadia is a designer with an academic background in Industrial Design, working at the intersection of design, craft and material futures. She applies a hands-on, research-backed approach to create impactful and meaningful strategic futures.

### Experience

#### CMF Design Associate

##### The Colour Workshop

09/2024–Present

A leading CMF and trend consultancy in Mumbai India

- Developed the CMF strategy and future vision of a leading Indian luggage brand
- Transformed consumer insights and behavioral shifts into a comprehensive CMF strategy for a legacy 2-wheeler company
- Spearheaded the colour & aesthetic direction strategy and product development for a consumer tech startup

#### Industrial Design Intern (Graduation Project)

##### BASF India Ltd.

03/2024–07/2024

- Worked at BASF Creation Center, BASF's in-house material library and design studio
- Led a material-driven design project to upcycle BASF's industrial plastic waste into circular and sustainable product design concepts

#### Industrial Designer

##### Anomalia Studio

01/2024–02/2024

An architecture studio that delves into material innovation

- Designed products with mycelium composite biomaterials for Anomalia's MycoMuseum project

#### Interaction Design Intern

##### Samsung R&D Institute Bangalore

10/2023–12/2023

- Designed an improved user experience for Samsung SmartThings app (IoT enabled home automation)

#### Design Researcher (Part-time)

##### Circular Material Library

03/2023–Present

An online resource for designers and architects to find out about circular, sustainable and future forward materials

- Developed informative design guides about the design and CMF potential and application possibilities of specific circular materials

#### Industrial Designer

##### Indian Space Research Organisation (ISRO)

01/2023–07/2023

- Designed human centric products in collaboration with ISRO's Human Space Flight Centre for use in outer space in the Gaganyaan Mission

#### Industrial Designer

##### Roha Biotech

04/2023–07/2023

- Initiated and led biodesign, CMF design, packaging and material innovation projects with mycelium composite materials

#### Design Intern

##### Adigami Studio

08/2021–09/2021

- Designed origami-based surfaces and installations for client projects

View my work at: [www.nishthaluhadia.com](http://www.nishthaluhadia.com)

### Education

#### National Institute of Design Andhra Pradesh

##### Bachelors in Design: Industrial Design

2020–2024

#### St. Xavier's College Mumbai

##### Higher Secondary Education

2018–2019

### Awards

#### Winner of Godrej Campus Connect Installation Design Competition

Luminous Lore, biomaterial installation showcased at Conscious Collective 2024

### Skills

#### Design Skills

CMF Design  
Design Research  
Trend Mapping  
System Thinking  
Rapid Prototyping  
3D Printing  
Product Visualisation  
Advanced Origami  
Consumer Research  
Benchmarking  
Biodesign with Mycelium, Algae, Bacterial Cellulose

#### Personal Skills

Project Management  
Futures Thinking  
Cross-functional Collaboration  
Agile Methodologies  
Leadership  
Design Thinking  
Presentation  
Storytelling  
Critical Thinking  
Attention to Detail  
Strategic Mindset

### Tools

Rhinoceros + Grasshopper 3D, Keyshot, Fusion 360, Blender, Adobe Substance 3D, Cura, Solidworks, Vizcom

Adobe Creative Suite – Photoshop, Illustrator, InDesign, After Effects, Premier Pro, Acrobat, Firefly, Dimension

NCS, Pantone Colour Systems, Coloro

Google Workspace, Microsoft Office

Figma, Adobe XD, Miro

### Projects

#### Dhokra Metal Craft

Collaborated with Dhokra craftspeople from Bastar, Chhattisgarh to create contemporary products

### Languages

English | Hindi