

S AJUL

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Product Designer (Toys & Games)

I am a creative and detail-oriented Toy & Game Designer with hands-on experience at leading brands including Smartivity, Webby Toys, and Funcils. I specialize in designing innovative, educational, and engaging play experiences that blend traditional fun with modern technology. My portfolio spans STEM-based toys, interactive games, and imaginative activity kits, many of which encourage hands-on learning, creativity, and storytelling. I bring a user-centric approach, strong 3D and visual design skills, and a passion for crafting products that inspire and delight young minds.

EXPERIENCE

- STEM Learning, India** **Jul 2025 - Present**
Product Designer - Research & Development, Mumbai
- Lead designer for Research and Development and Embedded Systems Team developing engineering, IoT, Arduino, and robotics educational toys for ages 10+.
 - Mentor DIY and ESG teams on practical STEM product design methodologies, gamification strategies, and production optimization.
 - Conduct user research and design research to inform product development aligned with educational outcomes.
- That Sassy Thing, India** **Jan 2025 - Jun 2025**
Freelance 3D Artist, Delhi
- 3D modeling and texturing.
- Funcils, United Arab Emirates (Remote)** **Jan 2024 - Dec 2024**
Product Designer- Toys & Games
- Executed full product design lifecycle: market research, ideation, conceptualization, prototyping, and 3D modeling.
 - Developed product graphics and visual communication materials for new educational toy launches.
 - Collaborated with cross-functional teams to ensure designs met market and manufacturing requirements.
 - Focused on user-centered design approaches for educational play experiences.
- Webby Toys, India** **Dec 2022 - Jan 2024**
Associate Product Designer, Delhi
- Led market research and user research initiatives to identify market opportunities and user needs Managed ideation, conceptualization, and prototyping phases for new product launches.
 - Performed CNC prototyping, 3D modeling, and product graphics development.
 - Conducted user testing sessions and created video/VFX content for product demonstrations.
 - Collaborated with product team on design thinking and content creation for educational materials.
- Smartivity Labs, India** **Jan 2022 - Apr 2022**
Junior Product Designer - Graduation Project, Delhi
- Executed comprehensive product design project from market research to final prototyping.
 - Conducted user research to understand target audience needs for educational STEM toys.
 - Developed product, product graphics and 3D models for innovative educational toys for age 4+.
- Smartivity Labs, India** **Jun 2019 - Aug 2019**
Internship, Delhi
- Supported product design team in market research, ideation, and conceptualization.
 - Developed 3D models and product graphics for new toy concepts.
 - Assisted in prototyping and user research initiatives.
- The Happy Project, India (Remote)** **May 2022 - Nov 2022**
Freelance Product Designer, Mumbai
- Market research, user research, ideation and conceptualization and prototyping of new products under the product design team.
- National Institute Of Fashion Technology, India** **Feb 2019 - Mar 2019**
3D Artist - Epoch 2021, Chennai

- Ideation and conceptualization, 3D modeling & animation.

EDUCATION & ACHIEVEMENTS

National Institute Of Fashion Technology, Chennai, India, B.Des in Accessory Designing, (GPA: 8.5), Jan 2018 - Dec 2022

- Minor - Fashion Communication.

Kendriya Vidyalaya No.2, Calicut, India, High school diploma in Science, (GPA: 7.8), Jun 2006 - Dec 2018

Awards

Best Graduation Project Award for the Most Commercially Viable Design Intervention, National Institute Of Fashion Technology, Chennai Batch 2018-22 **Oct 2022**

Core Competencies

Core Skills Rhino 3D, Blender, SolidWorks, Product design and development, 3D modeling and rendering, prototyping and fabrication, user-centered design, graphic and visual communication, storytelling and experience design, material and manufacturing knowledge, design research and trend analysis, cross-functional collaboration, and gamification with STEAM integration.

Interests Human-centered design, physical product development, form exploration, storytelling through design, ergonomics, sustainable and functional product solutions, STEAM integration, cross-disciplinary collaboration, educational product innovation

Languages English, Hindi, Malayalam