Sayali Deolasee

New Media Designer | Creative Technologist

Contact

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Education

2022 - 2025
National Institute of Design, India
Masters in Design , New Media Design

2015 - 2020
Savitribai Phule Pune University, Pune
Bachelors in Architecture | 8.8 CGPA

Achievements

- **Guest speaker at TEDx CCOEW**, Pune, on the topic Studio Aakriti: Building Your Own Startup.

- Delivered a talk on **Social Entrepreneurship at E-Cell Yukta, CCOEW**, Pune, featuring Team Aakriti.

- Article "**Aakriti: Redefining Scrap" published in Pensive eMagazine,** Women's Day Special Issue, March 2021.

- Shortlisted in the **Top 9 across SAARC** for the **NASA HUDCO Trophy '19.**

- Received Honorable Mention (**Top 12**) at **Archidium StudioUS '19.**

- Successfully completed **German Language Level A2** at the Goethe Institute, Max Mueller Bhavan, Pune.

Skills

- **Technology & Media Skills:**
  - AR/VR/MR
  - Gesture Tracking, Body tracking, Voice Detection
  - Projection Mapping
  - Generative AI and ML
- **Design & Product Skills:**
  - Phygital product Design
  - UI/UX Design
  - Immersive Experience Design
  - Spatial and Interactive Installations
  - Speculative Design
- **Research & Development Skills:**
  - UX Research
  - Ethnographic Research

About

I am a New Media Designer whose work spans immersive experiences, **experiential storytelling, phygital product design**, and sensor-integrated technology. Leveraging code and emerging technologies, I craft **XR experiences, interactive installations**, and brand experiences that seamlessly merge the digital and physical worlds, spark curiosity, and foster meaningful emotional engagement.

Work Experience

Matter Motor Works Pvt. Ltd. — 2024 - Present
Senior Designer - Immersive Experience Design

- Designed and developed the Matter Pods, modular and mobile experiential hubs for brand activations and immersive storytelling.
- Designed and executed projection mapping experiences to elevate brand presence.
- Designed AR-based solutions for diagnostics and service workflows, enhancing technician efficiency.
- Built customer-facing AR experiences to make the AERA EV bike more accessible, interactive, and engaging.
- Worked on multiple projects involving gesture detection, body tracking, sensor-integrated interactions, phygital touchpoints to craft memorable user journeys.

Architects United, Pune — 2021 - 2022
Junior Architect

- Worked on industrial, hospital, and institutional projects from planning through site execution.
- Prepared BOQs, material specifications, and working drawings, while coordinating with vendors and contractors.
- Gained hands-on experience in design development, project documentation, and site management.

Aakriti : Redefining scrap — 2020 - 2022
Co-Founder and Designer

- Co-founded a start-up focused on creating small, functional, multipurpose products by upcycling dry waste scrap.
- Handled the end-to-end process: concept design, material sourcing, prototyping, execution, and shipping.
- Worked extensively with laser cutting and CNC fabrication to develop innovative upcycled products.

Aakriti : Architectural Design — 2020 - 2022
Freelance Architecture and Interiors

- Freelance design oversight for residential and commercial interior design, architecture, and renovation projects
- Provided design guidance and conceptual oversight for residential and commercial spaces

Sandarbh Design Studio, Bengaluru — 2019
Architectural Intern

- Assisted on residential architecture and interior projects from design development to execution.
- Prepared BOQs, material specifications, and supported client communication and vendor coordination.
- Gained hands-on experience in site management, vendor sourcing, and material selection.

Tools

- **Design & Visualization Tools:**
  - Adobe Creative Suite, SketchUp, Blender, Autodesk AutoCAD, Rhino, Revit, MadMapper
- **UX & XR Design Tools:**
  - Figma, Miro, Unreal Engine, Unity, Vuforia, TouchDesigner
- **Programming & Electronics:**
  - Coding: Python, C++, p5.js
  - Arduino IDE