TARIKA JAIN

Education

Carnegie Mellon University
Master of Integrated Innovation in
Products and Services
Expected graduation: December 2020

Parsons The New School for Design
Bachelor of Fine Arts in Industrial design, 2018
Dean's list, 2016 and 2017

Delhi Collage of Arts
Diploma in Fine Arts, 2013
Group exhibition at AIFACS

Graduate Related Coursework

Big Data, User Research, Data Visualization, AI &
Machine Learning, Marketing research, Internet of
things, Business and Engineering Fundamentals

Skills

Product Management
User research | Competitive analysis | Data Analysis
Six Sigma | MS office | Customer service | Agile

Technical
Javascript | HTML/CSS | Python | C++ | Particle |
NoSQL | SPSS | Tableau | Weka | Lightside

Design
SolidWorks | Fusion 360 | Keyshot | Rhinoceros 5

Photoshop | Illustrator | Indesign | Premiere Pro |
After Effects

Product Illustration | Photography | Painting

Sketch | Woodworking | Metal Working |
Sculpting | Sewing | Mold making

Language
English | Hindi | Spanish

Contact

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Portfolio

http://www.tarikajain.org

Work Experience

Honda R&D Americas LLC, 99P Labs, Remote (June - August '20)
Product Management Intern
- Sold capstone project Miru to Honda, 99P Labs in summers.
- Strategized a project plan for further development.
- Created a two-sided business model for Miru app and used big data techniques to solve for exploratory mobility needs country wide.
- Using survey data, created data driven personas and combined them with qualitative personas to evaluate needs for users and business owners.

Nelipak Healthcare Packaging, Whitehall, PA (July '18 - June '19)
Product Designer
- Developed human centric packaging for medical devices for customers such as 3M, J&J and Medtronic by analysing existing equipment design and surgical workflow.
- Created commercially feasible thermoformed trays with the engineering and manufacturing teams.
- Extracted qualitative efficiencies in manufacturing using Six Sigma. Reduced the number of angel hair produced by 25%.

Luxottica Group, NYC   (January '18 - July '18)
Product Design Intern
- Designed for the Spring/Summer Tory Burch eyewear collection.
- Led specks and new materials for forthcoming collections of Michael Kors, Coach, Tory Burch and Brooks Brothers.
- Strategized with brand teams to align design with the popular trends and pricing.

Skullcandy, Park City, Utah   (July '17 - August '17)
Product Design Intern
- Reimagined customer experience for the Skullcandy magic. Resulted in the renewal of XT-Free Bluetooth earphones for the next generation by analysing stakeholders and competition.
- Collaborated with electrical-sound engineering, marketing and sales teams to test the technical and cost limitations.

Projects

Honda | 2020 | Carnegie Mellon University
- In collaboration with Honda, developing a social virtual platform for non-car owner commuters living in cities such as Columbus, Ohio to allow for a personalized and more joyful connected mobility experience for the future.

SmartMug | 2019 | Carnegie Mellon University
- As part of Advanced IoT class, developed a travel coffee mug that allows the user to heat up their coffee to the desired temperature on the go using a PID controller.

Leadership and Awards

North America winner of the Helen Lansdowne Resor scholarship by J.Walter Thompson, 2019

Six Sigma Greenbelt certified, 2019

IDSA student merit award - Parsons representative at RIT NE district Design conference, 2018