I’M KRITHIKA SREE DEVI



Industrial Design Student (Major: Product Design)
“Designing with empathy, innovation, and functionality for a sustainable future.”

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Asia Pacific University of Innovation & Technology (APU), Malaysia

ABOUT ME

I am currently pursuing a Bachelor of Arts (Honours) in Industrial Design at Asia Pacific University of Innovation & Technology (APU), Malaysia.
I’m passionate about sustainability and user-centred design, always aiming to create meaningful solutions that improve people’s lives. My key design values are innovation, empathy, and functionality. I believe design is not just about making things look beautiful — it’s about solving real problems beautifully.



EDUCATION BACKGROUND

2024

- **Asia Pacific University of Innovation & Technology(APU)**
  (Pursuing) Bachelor of Art (Honor)
  Industrial Design

2023

- **NIFT(National Institute of Fashion Technology)**
  Cleared NIFT Entrance
  Scored All India Rank :1209

2023

- **Senior Secondary School**
  PRINCE MATRICULATION HIGHER SECONDARY SCHOOL,
  Chennai ,India.
  Scored: 70%

2021

- **High School**
  PRINCE MATRICULATION HIGHER SECONDARY SCHOOL,
  Chennai ,India.
  Scored: 60%

DESIGN PHILOSOPHY

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CREATIVITY:

I believe in pushing boundaries and thinking outside the box to create unique and impactful design that leave a lasting impression.

User-Centric:

User experience is at the heart of my design philosophy. I prioritize creating intuitive, user-friendly interfaces that delight and engage audiences.

Functionality:

Form follows function. I aim to seamlessly blend aesthetics with purpose, ensuring that every design serves its intended function effectively.

Storytelling Through Design:

Design is a powerful storytelling tool. I aim to weave compelling narratives into every project, capturing the essence and vision of the brand.

CORE SKILLS

- **Design Thinking & User-Centred Design**
- **Graphic Design & Branding**
- **Concept Sketching & Ideation**
- **Prototyping & Model Making**
- **Team Leadership & Communication**

TOOLS

- **Adobe Illustrator, Photoshop**
- **SolidWorks, KeyShot ,Blender**
- **Canva, Figma**



NOTABLE WORKS

STRAY2HERO (Product Design)

Type: 2nd Year Product Design Project

Problem Statement:

- Thousands of shelter dogs go unnoticed and unadopted
- Service dog training is expensive and time-consuming
- No system exists to identify emotionally intelligent, trainable dogs early

Insight:

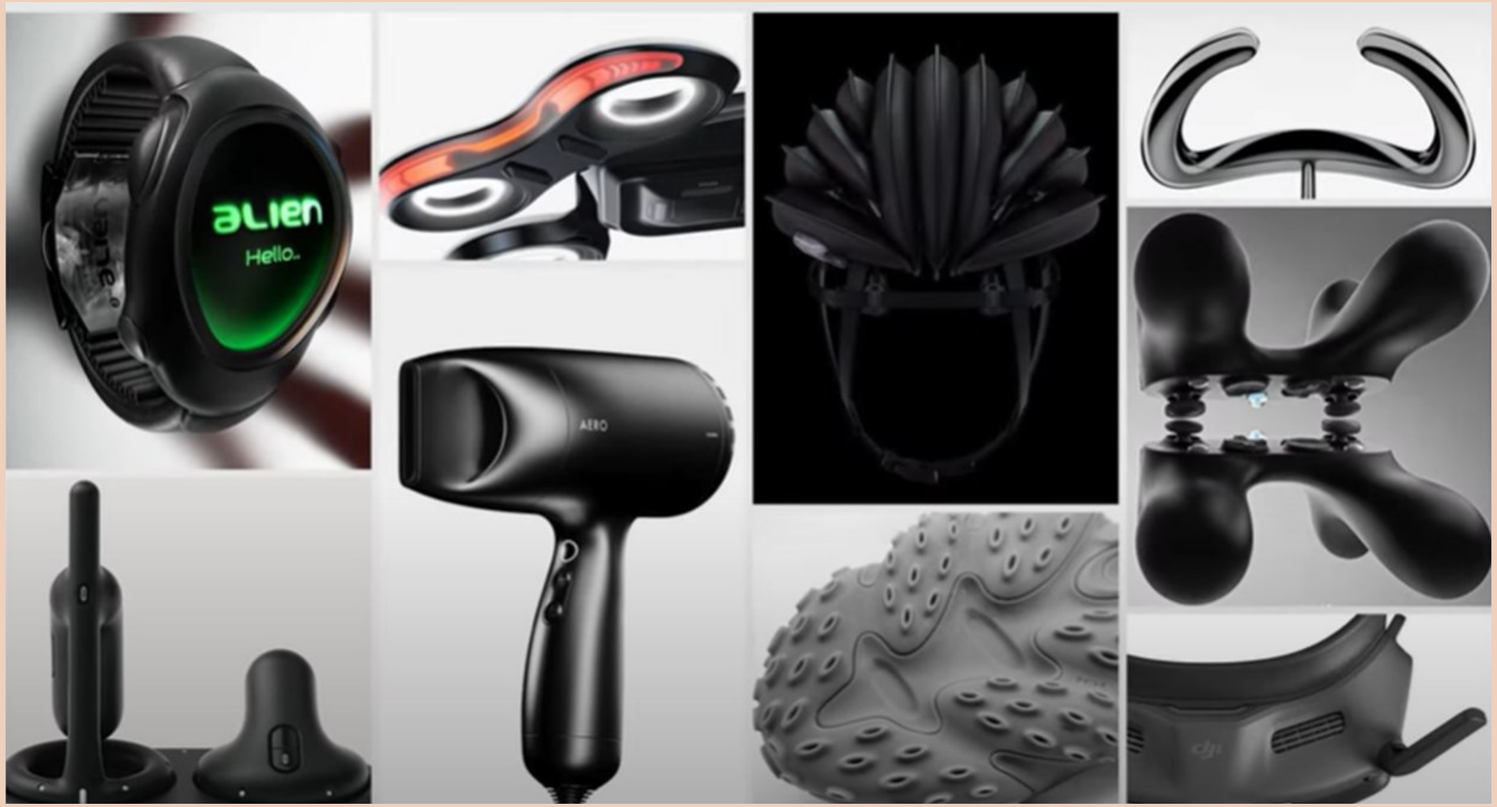
- Opportunity to use technology to monitor health and training potential early on

Concept Keywords:

- Futuristic – Embedded Intelligence – Organic Tech – Precision – Biomech

Design Process:

Mood board:

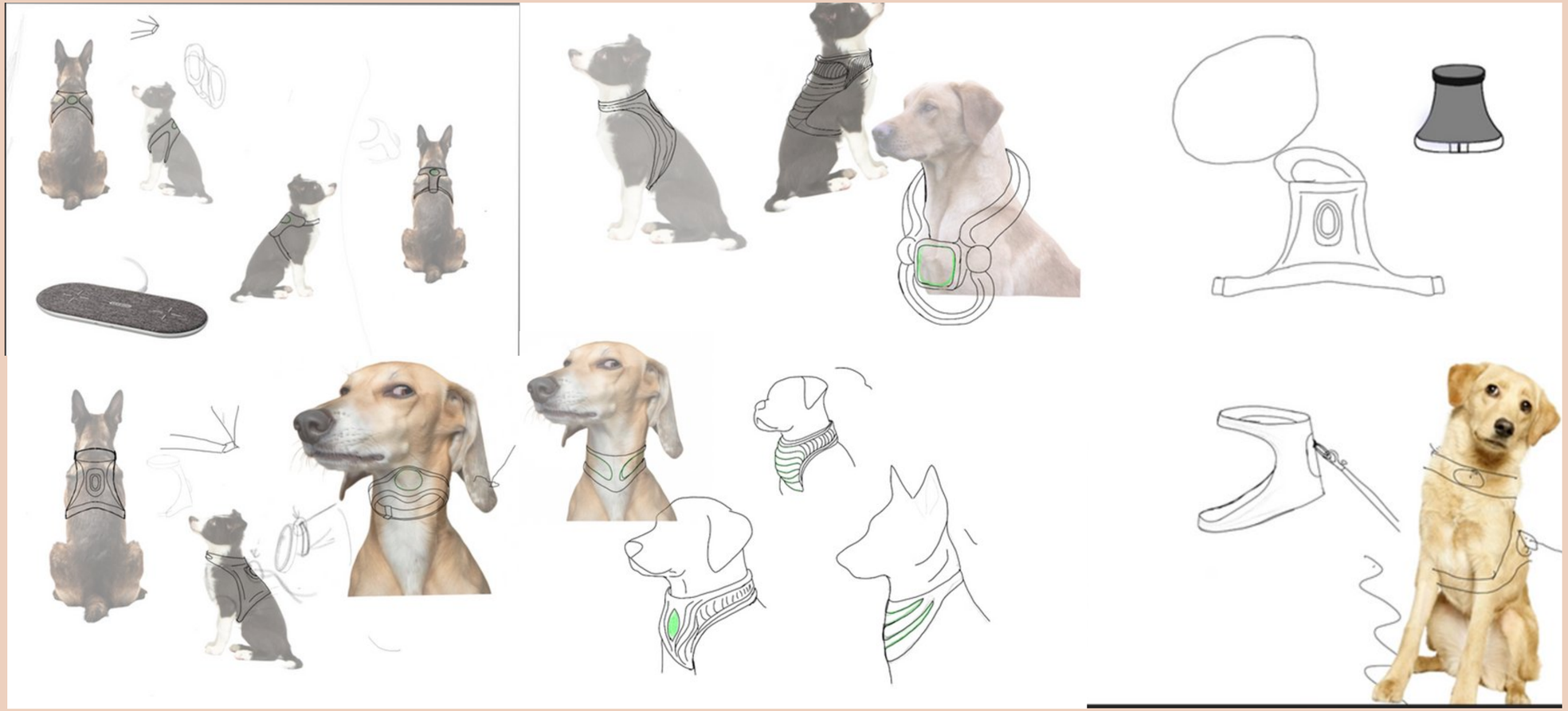


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Concept Development:

- From understanding user pain points to material exploration and prototyping, the process included:

Sketchs:



Final video:



Reflection:

- Strengthened user-centred research approach
- Gained product design and systems thinking skills

NOTABLE WORKS

Merdeka Fiesta 2024 — Assistant Head of Design

Overview:

A large multicultural event featuring local & international food stalls, cultural performances, competitions (Unity Run, traditional games, obstacle courses, escape room).

My Role:

- Assistant Head of Design
- Designed the official event T-shirt and roll-up banners
- Created the event mascot to represent the festival
- Guided and managed 3 junior designers
- Worked on marketing booths and even wore the mascot costume to promote the event

Process:

- Researched Malaysian culture and Merdeka’s significance
- Applied the colour palette of the Malaysian flag (red, blue, yellow, white) to unify designs
- Coordinated with supervisors to refine visuals based on feedback

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ROLL UP BANNER



MASCOT :



1ST T SHIRT DESIGN



FINAL DESIGN



Reflection:

This was my first experience in a leadership position. I learned how to guide a team, communicate with supervisors, and translate vague client expectations into concrete design outcomes. I also stepped out of my comfort zone, developing marketing and interpersonal skills while promoting the event.

Deepavali Night 2024 — Head of Design (ICYS)

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Overview:

A festival themed around Deepavali — the Festival of Lights — symbolizing the triumph of light over darkness.

My Role:

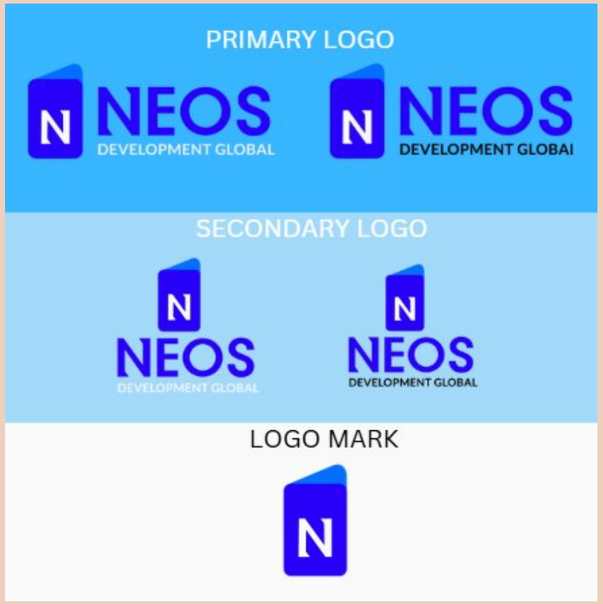
- Head of Design Department (Indian Cultural Youth Society)
- Tamil MCEE for the Event
- Designed the event tickets
- Set the colour theme (red and gold to symbolize prosperity, joy, and auspiciousness)
- Guided the entire design team to align with the cultural theme and meet deadlines.





LOGO DESIGNS

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Neos — Company Logo Design

The Neos logo represents a modern and trustworthy identity for a forward-thinking education startup. The name “Neos,” meaning new, reflects innovation and the company’s mission to introduce fresh approaches to learning.

The logo takes inspiration from the form of an **open book — a universal symbol of knowledge and growth**. Its clean, minimal lines convey simplicity and clarity, aligning with the brand’s focus on accessible education. The use of blue evokes **a sense of trust, intelligence, and reliability**, while subtle geometric balance ensures a professional and contemporary appeal.

Overall, the design captures the spirit of Neos: **new ideas, trusted learning, and a future-driven vision.**

Thirii DevKumar — Personal Logo Design

The Thiriidev Kumar logo is a geometric interpretation of an eagle, **symbolizing strength, freedom, wisdom, courage, and personal growth**. Designed as a personal mark, the eagle represents the qualities the individual embodies, creating a visual identity that is both **powerful and meaningful.**

The geometric style conveys modernity and precision, while the clean lines ensure **versatility and recognizability across different media.** By combining the eagle motif with the person’s name, the logo establishes **a unique personal** brand that communicates **confidence, ambition, and a connection to higher ideals.**



LOGO DESIGNS

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Hindu Community Logo

The logo combines an **open book,** an **open hand, Hindu Community Logo**
The logo combines an open book, an open hand, and a **lotus-seated figure** to represent knowledge, spirituality, and unity. The **orange** color symbolizes enthusiasm, creativity, and spiritual energy, while **brown** conveys stability and grounding. Together, they reflect a balanced harmony between learning, faith, and community.



Newton Edutec — Project Logo

The Newton Edutec logo features a **graduation cap placed over a globe**, symbolizing global learning and universal access to education. The **blue color** represents trust, knowledge, and reliability — reinforcing the brand's mission to make quality education and certification accessible to everyone. The overall design reflects innovation, inclusivity, and academic excellence in a clean, modern style.

POSTER DESIGNS

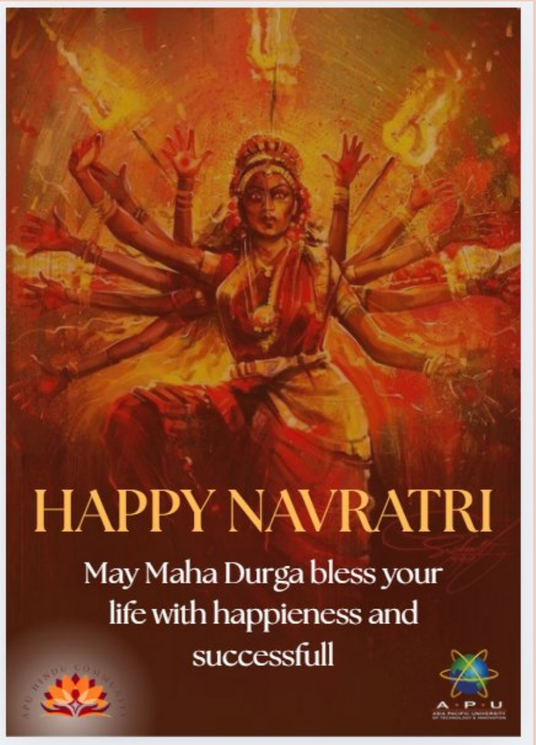
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A showcase of posters that blend bold visuals with thoughtful messaging — combining design principles, color harmony, and impactful storytelling to engage diverse audiences.









POSTER DESIGNS

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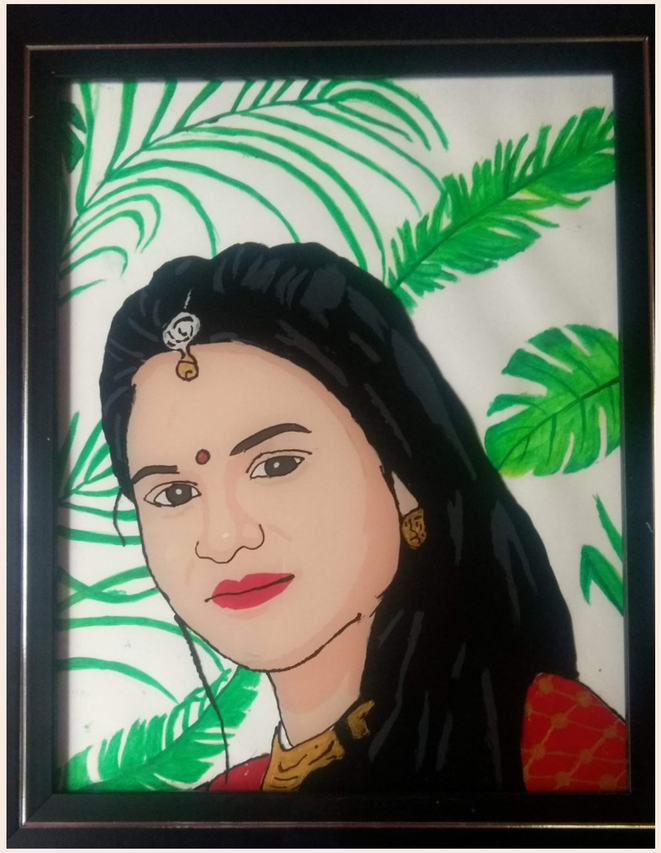






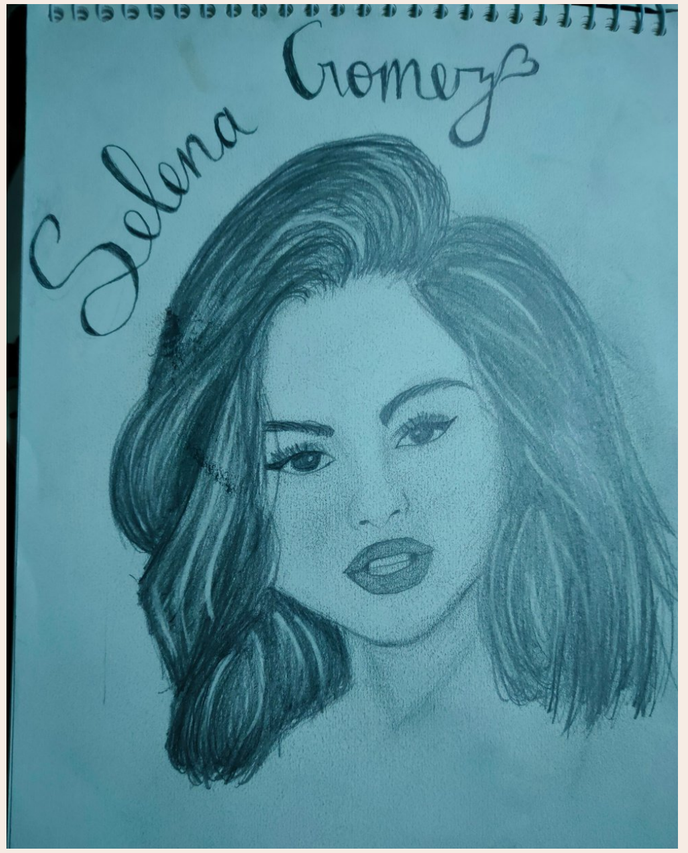
Some of my high school freelancing work

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PORTRAIT IN GLASS:

I HAVE DRAWN LOTS OF PORTRAIT OF MY FRIENDS AND FAMILIES IN GLASS AND I ALSO SELLED FEW OF MY GLASS PORTRAIT.



PORTRAIT IN PENCIL ART:

I HAVE DONE SOME OF MY FAVORITE CELEBRITY'S PORTRAIT IN PENCIL ART ONE OF THEM IS "SELENA GOMEZ."

OTHER EXPERIENCE

Primary School Events (4+ events)

- Designed visuals and supported event organization for sports days, cultural competitions, and Tamil language events

STEM Risings — Ignite Your Mind (Klang)

- Served as a Student Trainer, guiding school children through STEM-based activities and creative thinking challenges
- Program was featured in published news articles, showcasing my contribution









From left: Krithika Sree Devi (student trainers), Ir Ts Dr Reena Sri Selvarajan, Dr Sharman Sundarajoo and Chandramohan Akshayan (student trainers).

Reflection

- Improved public speaking, team coordination, and adaptability
- Learned to communicate design and technology concepts to young learners in engaging ways
- Gained deeper understanding of design’s role in education and community building

ACHIEVEMENTS & RECOGNITION

Head of Design — Deepavali Night 2024 (ICYS)

- Selected as Head of Design after supervisors were impressed by my work for Merdeka Fiesta 2024

Assistant Head of Design — Merdeka Fiesta 2024

- Successfully designed event branding (T-shirts, banners, mascot) and led a team of 3 designers

ACHIEVEMENTS & RECOGNITION

Featured as Student Trainer in STEM Risings: Ignite Your Mind

- Contributed to a STEM education program for primary school students in Klang
- — Program was featured in published news articles

Leadership & Team Management

- Guided multiple design teams, handled real-world client feedback, and delivered projects under pressure and within deadlines

Cross-disciplinary Collaboration

- Worked across marketing, promotions, and on-ground event engagement beyond design responsibilities



KRITHIKA

CONTACT INFROMATION

Let’s connect and create something meaningful together.

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