

C.V.

Curriculum Vitae

Name : Anirudha Surabhi Venkata

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Current Status : Director and Head of Industrial Design, Kranium Ltd.
Invented and patented the revolutionary Kranium Helmet liner using paper structures instead of Polystyrene.
Designing and bringing products from a sketch to production.
Setting up routes to market, distribution channels, etc.

Cover Note : My experience in Automotive, Industrial and Product design gives me a unique understanding of materials, processes and nature inspired design. This combined with my experience in Accessory design (Colours, trends and textures) helps me innovate in areas of Form and Function. I am willing to travel to any part of the world to gain experience and work on problems which challenge the normal and require new ways of innovative thinking and problem solving.

Educational Qualifications :

2008 - 2010 : Industrial Design Engineering at the **Royal College Of Art**, London.
Strand : Design For Manufacture

Dual Degree with the **Imperial College Of London**.
MA / Msc Industrial Design (Distinction).

2004 - 2008 : Bachelor of Design in Fashion Accessory Design from the **National Institute Of Fashion Technology (NIFT)**, India. (GPA: 3.6/ 4.0)

2007 : Exchange Programme **Nouva Accademia Di Belle Arti** Milano (NABA), Milan, Italy.

Personal Statement :

Working at Kranium Design has helped me develop my skills in single handedly bringing products from a sketch to production. I have also sought routes to market and have setup a distribution channel for the products as well. Being unique, the product has made me deal with the senior most managers and CEO's of some of the biggest names in the industry. I have travelled to various parts of the world establishing contacts and manufacturing partners for the products I have designed (Germany, China, Taiwan).

I have a vivid understanding of materials and manufacturing processes and I use this knowledge to design innovative products which push the boundaries of Normal.

The Kranium helmet liner for example uses a structure which I have developed and patented using paper as the core element and mimicking the structure found inside a woodpecker's beak. From a concept at College to a product which has sold out in the first year, I have produced 12,000 helmets last year and have a forecast of 65,000 helmets for this year.

I am always willing to take up a design challenge as it is the perfect environment to strive to create an innovative unique solution which will be a disruptive game changer through the medium of brainstorming, mapping and research led design. At the same time, I also innovate on the aesthetic and tactile side of design such as textures, colours and finishes. The products I create would be a perfect amalgamation of Form and Function

Extra Curricular Activities :

50 meters freestyle medalist in 2003 India National Swimming Championship.

Four gold medals in State level swimming Championships, 2002 and 2003.

Professional Experience :

- 2013 : **Formula 1 Force India, Silverstone**
Designing / Manufacturing the 2013 Helmet systems.
- 2011 - Present : **ABUS Germany (Industrial Design)**
Designed and brought to production 2 ranges of helmets using the Kranium Paper helmet liner.
- 2010 - Present : **Kranium Design Limited (Founder and Director)**
Invented / Patented the award winning Kranium Helmet liner.
Designed and produced the Kranium E bike.
- 2010 : **James Dyson Fellowship**
To develop the design and Production of the Kranium liner.
- 2010 : **Design London Fellowship (Imperial College)**
Business Plan development for the Kranium Helmets (MBA)
- 2010 : **Imperial Racing Green (Head of Vehicle Design)**
Designed the outer shell of the IRG05 Formula Student car.
- 2009 : **Ford Strategic Concepts Division (Automotive design)**
Developed concepts for the JML (SUV) division under the guidance of David Woodhouse and J Mays.
- 2009 : **Ford Motor Company (Product Design)**
Developed the reversible seat for the SUV division at the Advanced Products Group.
- 2009 : **MMV Sense (Industrial Design Consultant)**
Developed and tested heart rate systems for athletes.
- 2008 : **Prototyping / Model making for Micheal Korn.**
Building and Assembly of the "Kwick" Screens, NHS.
- 2008 : **Titan Industries, TATA (Product Design)**
Developed a range of Eyewear and store templates and Display units for Titan
- 2007 : **Design projects at Nouva Accademia Di Belle Arti**
Interior design project for Ferrari/ Vodafone in Maranello
- 2007 : **Fashion Accessory Design for D'damas**
Developed Jewellery targeted for the Luxury market.

Awards :

- Dec 2012 : Winner - **2012 Good Design Awards**
- May 2010 : Winner - **Padova Bike Innovation Award**
- Dec 2010 : Highly Commended - **International Green Awards**
- Oct 2010 : Winner - **James Dyson Fellowship**
- June 2010 : Winner - **D&AD Student Award**
- May 2010 : Winner - **Selected Start Ups Innovation RCA**
- April 2010 : Winner - **Selected Works**
- Feb 2010 : Winner - **James Dyson Bursary - Innovative Product**
- Nov 2009 : Winner - **Ford Urban Design Challenge**
- Sep 2009 : **James Dyson Bursary**
- Sep 2007 : Commendation - **Tupperware Global Design Challenge**

Exhibitions and Honors :

- 2013 : Presented an exhibited at **Autodesk Gallery, SF.**
- 2012 : Exhibited at **Interbike 2012**
- 2012 : Presented an exhibited at **Innovate 2012**
- 2012 : Best in Class, **Wired Magazine**
- 2012 : Published in **Wired, Stuff, Wallpaper, Cycling Active, Eureka, Cycling Plus, Sunday Times, Gaurdian, etc.**
- 2012 : Exhibited at **ABUS, Eurobike 2012**
- 2012 : Exhibited at **Interbike 2012**
- 2011 : Exhibited at **Eurobike 2011**
- 2011 : Permanent Display at the **Science Museum, London**
- 2010 : Exhibited at **Designers Block, London Design Week**
- 2010 : Exhibited at **RCA Showcase 2010**
- 2009 : Exhibited at **Design Diversity, RCA Henry Moore Gallery**
- 2008 : Exhibited at **Graduation Showcase, NIFT, Delhi.**