

Sumeet Santosh Bagwe

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M.Des. 2nd year, Department of Design, IIT Delhi specialising in Interaction design, UX Design and Research. Background in visual and communication design. Particular interest in how emerging AI can be meaningfully integrated with design practice and Human Interactions with it.

SKILLS

Design Research Methods	Ethnography · Contextual Inquiry · Interviewing · Design Probes · Problem Framing & Scoping · Data Analysis
User Experience & Interaction Design	User Interviews · Data Analysis · Wireframing · User Flow Design · Prototyping · Information Architecture
Visual Design	Illustration · Branding & Packaging · Print & Digital Media · Typography
Tools	Figma · Adobe Creative Suite (Ps · Ai · Id)
AI & Emerging Tools	Proficient with LLMs and AI tools integrated with design, Prompt engineering and Agentic workflows

QUALIFYING EXAMINATION

Common Entrance Examination for Design (CEED)

All India Rank 27

WORK EXPERIENCE

UI/UX Product Design Intern

May 2026 - July 2026

Career Plan B · Gurugram

- Redesigned the company logo and authored its first **brand/logo guidelines**, establishing lockups, clear space, and usage rules where none previously existed.
- Proposed and built CPB's first **Design system from scratch**, replacing inconsistent AI generated templates and designed **6 role based internal CRM portals** end to end on that system.

Visualizer

Jul 2024 - Feb 2025

Anomalous Brand Consultants · Andheri, Mumbai

- Designed branding, packaging, and digital assets for multiple large retail clients simultaneously managing visual consistency from brief to delivery across print and digital touchpoints.

Teaching Assistant IIT Delhi - Department of Design

July 2026 - Present

Teaching Assistant under Prof. Gourab Kar - assisted an M.des 2nd year student on designing and execution of signages for IIT Delhi Department of Design

PROJECTS

Khari Baoli, Old Delhi - Visual Ethnography

Studied Asia's largest wholesale spice market across 5 site visits (4 - 6 hrs each) over 2 weeks, using photo and video documentation to surface how trust, negotiation, and spatial hierarchy operate in a market. Synthesised observations into how insiders read the market versus how outsiders do, mapping the gap between its informal logic and its legibility to newcomers.

ChatGPT - Contextual Inquiry

Ran contextual inquiry with 4 users in their natural working environments over 2 weeks to understand how people actually structure, retrieve, and lose work inside long running AI conversations. Findings drove two feature proposals, prototyped and situated within users' existing workflows.

EDUCATION

Masters in Design - Industrial Design

2025 - Present

Indian Institute of Technology Delhi · CGPA 8.9 · SGPA 9.33

BFA - Applied Arts

2020 - 2024

VPPCOEVA · University of Mumbai

AREAS OF INTEREST

- User Experience Design
- Interaction Design (esp. AI × Human Interaction)
- User Experience Research