AKASH CHOUDHARY

AUTOMOTIVE & VISUAL FUTURIST
DESIGN EDUCATOR
CONCEPT ARTIST
INDUSTRIAL DESIGNER

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ABOUT ME

Bringing together my experiences from Automotive, Entertainment and Gaming Industries, my focus and interest lies at the intersection of Industrial Design and Design Fiction. I have a polyvalence and versatile nature that helps me adapt quickly to any new design process and mindset.

I consider knowledge to be a gift and a drug, the moment I gain it, I am thirsty for more. My curiosity thrives me to evolve, to see beyond what we are limited to see, to go beyond and seek the next great lesson I can learn and the desire to create. What keeps me going is the desire to keep evolving / learning, it is my deepest yearning to create/build, to be able to do what other's cant seem to perceive or visualize.

EDUCATION

2012 - 2017
Automotive Design Manangment (Bachelors + Masters)

Institut Superieur de Design Rubika, DSK International Campus Pune

2010 - 2012
Senior Secondary Education

Delhi Public School Maruti Kunj

EXPERIENCE

Independent Design and Concept Art Professional
Aug 2018 - Present

Exploring the convergence of Design fiction and Industrial design, worked with several professional over the years ranging from the Automotive, Industrial, Entertainment and Gaming Industry. Published graphic novels, took up various confidential research projects etc..

------------------------------- *Further detailed under Collaborataions*

Design Educator | ATLAS University (formerly ISDI)
Jan 2019 - Sept 2022

Teaching my own modules 'Futurism and Urban Ecology' and 'Experiential Futures', for product design and strategic design management students, I lead the digital fabrication department for product design discipline overlooking all 3d 3D printing projects and Mentored +15 bachelor thesis projects.

Adjunct Faculty | Vancouver Film School, Mumbai
Aug 2019 - Aug 2021

Launched under the DICE ecosystem for higher education in collaboration with Vancouver Film School, Canada. As part of the establishing team, my role is to build the core fundamental skills (like Design and Sketching, Color theory etc.) of the Foundation Batch.

Concept Art Professor | Ecole Intuit Labs, Mumbai
Dec 2018 - Dec 2021

As part of the establishing team since the Inception of the Game Design Course at Ecole Intuit Labs, Mumbai, My role is to build the Core Concept Art skills of the students covering Vehicles, Props & Objects and Environment design, also responsible for teaching 2D CG Skills and a basic level design.

Concept Designer | Lunatic Koncepts
Mar 2017 - Sep 2017

As the sole creative explorer for this unorthodox startup studio my responsibilities were to generate and explore multiple creative directions to pursue, to conceptualise and establish a purposeful relationship among different elements of a solution or between solution and its context.

Concept Designer | Cunningham Industrial Design, LA
Aug 2016 - Jan 2017

As my first ever professional experience which led to the conception of my Bachelor's Thesis titled "Binary Nature of Reality", I worked directly under the mentorship and guidance of Hollywood concept artist Matthew Cunningham.

COLLABORATIONS

Grand Yarra, Melbourne

Collaborated on two confidential projects. For a Level 5 autonomous SUV, I designed an adaptive interior with innovative seating. The second project involved animating the shift of heavy-duty commercial vehicles to electric setups, showcasing my commitment to innovative and sustainable design solutions.

International Civil Aviation Organisation, Montreal

Fall of 2019 published a graphic novel titled "Future of Aviation" in collaboration with ICAO and Charles Bombardier for the Innovation Fair 2019 in Montreal. 5 short stories visualizing how autonomous aviation assets will impact our lifestyles, improve efficiency and transform the industry.

Karma Labs, Germany

Early 2022, Worked with multiple poineering professional from the Metaverse-Blockchain Spectrum from Singapore and Germany based Karma labs, helped them create, develop and launch 5 distinct NFT Collections. Each of those collection comprising minimum of 3000+ NFT artworks.

Charles Bombardier + Imagineactive

As my first collaboration with Mr. Bombardier, designed a futuristic concept vehicle to be published on his Non-profit website/platform 'Imagineactive', an incubator of futuristic ideas as well as a vector of change towards a more sustainable world.

LA Automobility 2017 + Cunningham Industrial Design

As part of the Cunningham Industrial Design Team for the design and developers challenge submission, my main responsibility was Research & Development and concept generation for the project ranging from new solutions for the transit system, architecture, fashion etc. Being a part of the finalist team, I was invited to Los Angeles to attend the Automobility LA conference where our project showcased at the LA Autoshow 2018.

Mahindra Rise

Under the guidance of the experts from the Mahindra design studio, worked on a project to conceptualise an Exterior-Interior theme for the Indian urban youth in 2030. Focusing my research on the Intricacy of the Indian weaving crafts to derive an aesthetic language for mahindra.

AWARDS AND ACHIEVEMENTS

- Valedictorian - Best student in transportation design
- Car Design Award 2016 Best New Mobility Solution (3rd Place)
- Core77 Design Awards 2016 Student Notable Award, LA
- Core77 Design Awards 2016 Community Choice Award, LA
- Move Design 2016 Finalist, Milan
- SIAM Automotive Design Challenge 2016 All India Finalist
- SIAM Automotive Design Challenge 2014 All India Finalist
- Academic Excellence Award 2013, 2014 and 2015

SKILLS AND SOFTWARES

Creative Thinking | Concept Generation | Speculative thinking | Advance Visualization | Digital Fabrication | Strategic foresight | Trend forecasting | Decision-making | Multitasking and planning | Collaboration and leadership | Self-Advocacy | Storytelling | Sketching and Rendering

Unreal Engine | Zbrush | Keyshot | Photoshop | Illustrator | After effects | Premiere pro | Autodesk Maya | 3ds Max | Fusion 360 | Rhino | Alias

STATISTICS AS A DESIGN EDUCATOR

Started my journey as a design educator with designing of my own course titled 'Futurism and Urban ecology' at the age of 23 for ISDI Parsons school of design now known as Atlas University. Along with ISDI I was also engaged with Ecole Intuit labs and Vancouver Film School (Mumbai).With over 5 years of teaching experience engaging with students across various disciplines ranging from Product design, Strategic design management, Communication design, Entertainment design, Game design and Concept art

11	150	21	7
COURSES TAUGHT	STUDENTS TAUGHT	THESIS MENTORED	WORKSHOPS DONE

97%	2	1	5
COURSE PERFORMANCE	HACKATHONS ORGANISED	PATENTS FILED	LIVE INDUSTRY PROJECTS

COLLABORATIONS AS AN EDUCATOR

TATA ELXSI   **BUROSYS.**   **Edelweiss Tokio** *life*   **ARJUN RATHI DESIGN** Light . Forms . Emotion   **NavNeet** ®

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