

Hi! I am Nuti Mody



I am a product designer with a focus on inclusive design, systems design and design for social impact. This document contains academic, personal and professional work that highlights my creative and technical proficiency.

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Studio Tidy

Independent Studio (2021 - 2023)
Surat, India



Story

Following my graduation in 2021, I came in contact with Saloni Shah, an architect and designer, for a potential project using discarded leather swatches from her interior design firm. We discussed a range of ideas - from hosting a leather working workshop to creating wall arts for office spaces and we landed on the idea to transform them into beautiful, functional products. After understanding different textures, finishes, colours and shapes of the swatches, I envisioned a range of everyday luxury products which culminated into the launch of my brand, **Studio Tidy**.

Vision

At Studio Tidy, I envision a world where **creativity** and **sustainability** coexist to redefine luxury. By transforming waste leather swatches into bespoke lifestyle products, I aim to inspire a shift toward conscious consumerism. Studio Tidy's mission is to reduce landfill waste while crafting exclusive designs that celebrate individuality and **the art of up-cycling**. The studio aspires to merge diverse skills and ideas to create unique, sustainable innovations that leave a positive impact on both people and the planet.



First interaction with waste leather swatches



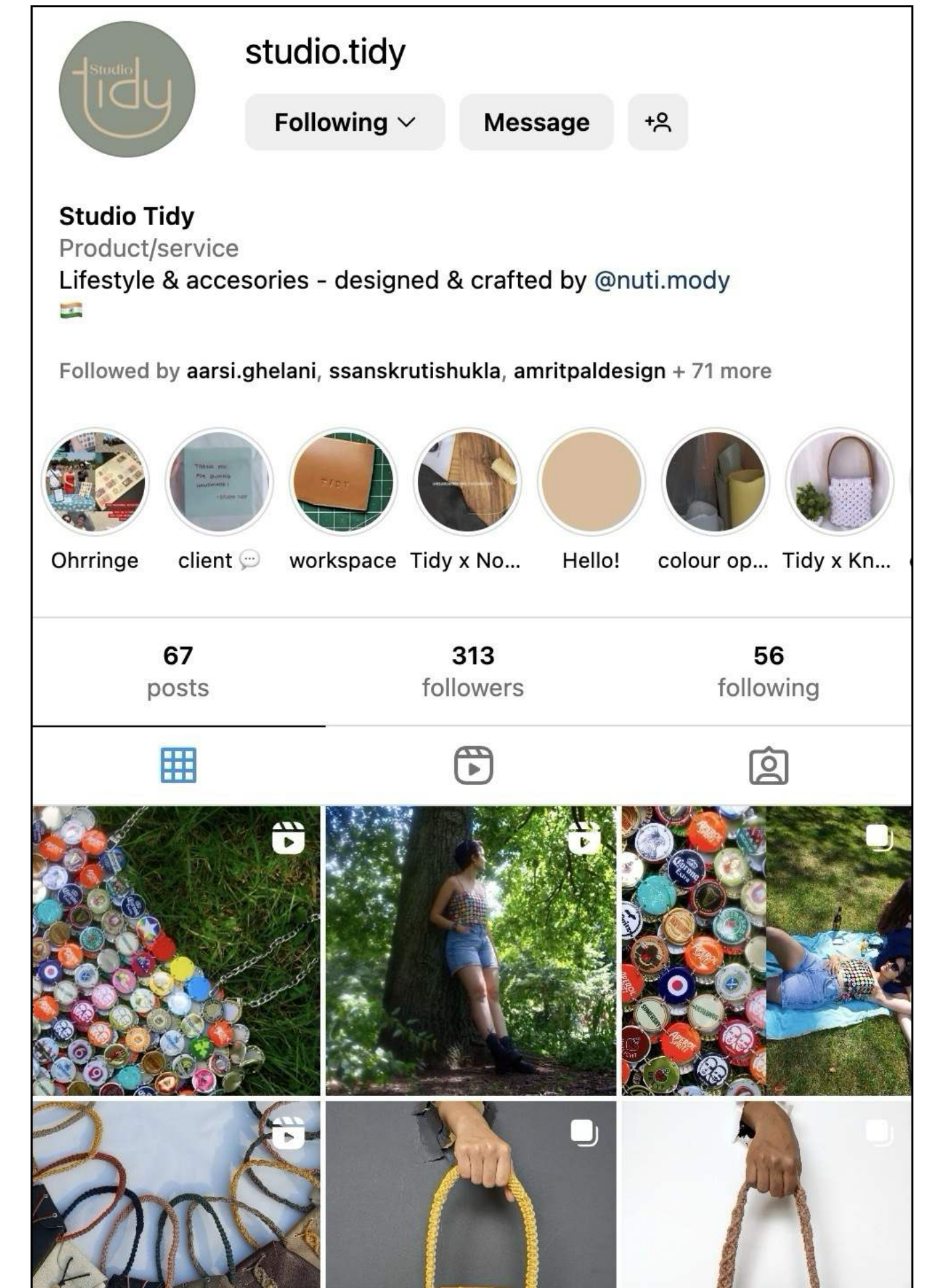
Variation in colour & texture



Final pieces for bi-fold wallets



Wallet edge finish Tidy leather stamp



Social media account of Studio Tidy

Studio Tidy

Independent Studio (2021 - 2023)

Surat, India

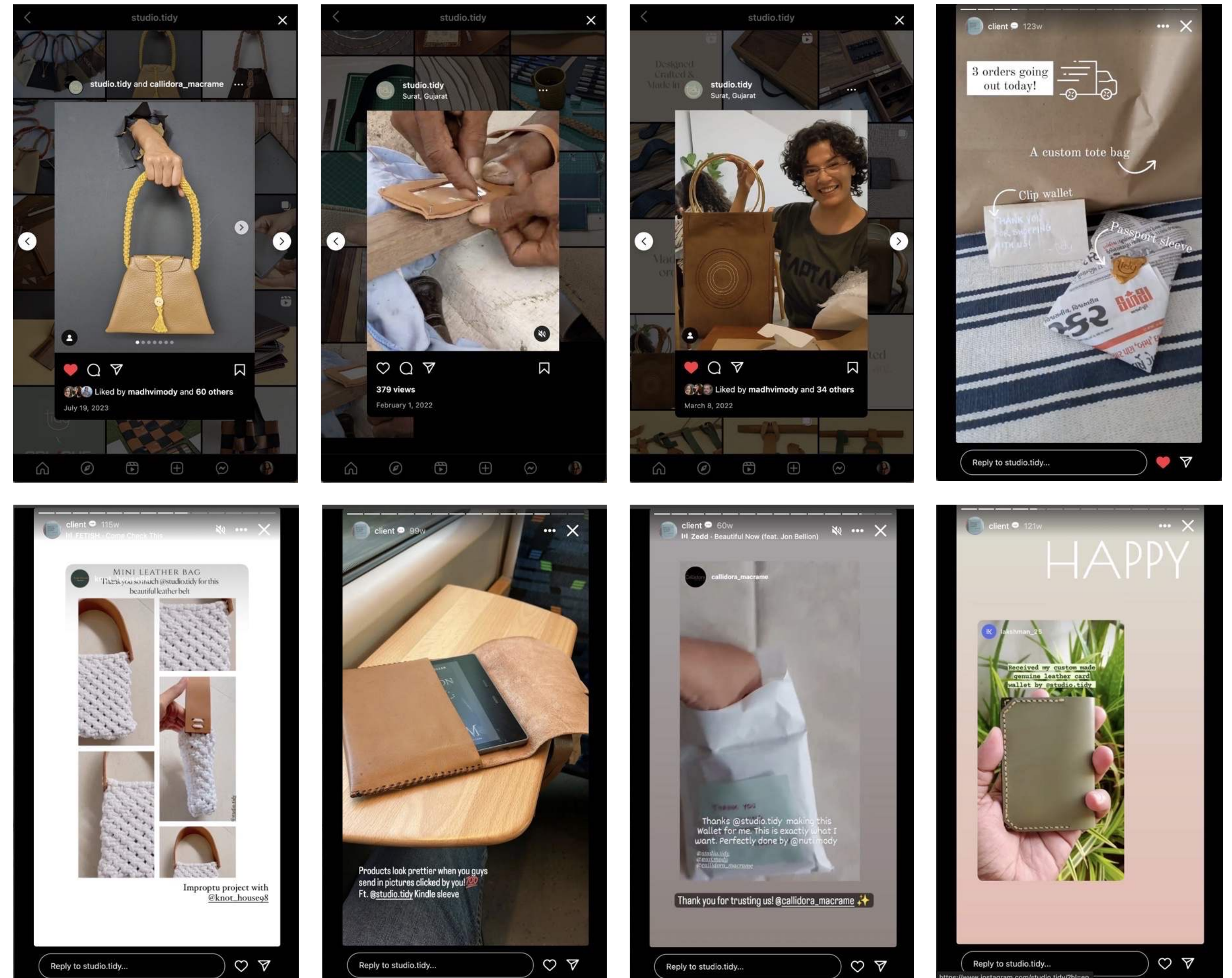


Journey

Initially, I introduced the brand on social media where it grew organically. As orders grew, I sourced rejected hides from tanneries in Anand (a nearby town), and began outsourcing production with skilled local cobblers. Before long, Studio Tidy was partnering with local small businesses, maintaining its mission of turning waste material into luxury products.

Significant milestones

- Collaboration with studio "nouveau" on a bespoke wooden briefcase for Shri C R Patil, Member of Parliament from Surat, India.
- Collaboration with Callidora Macrame Arts for unique leather purses.
- Increased Instagram account reach by 16x in 6 months.
- On-boarded skilled cobblers for outsourcing manufacturing.



Social media post of Studio Tidy showing client orders and products

Studio Tidy

Independent Studio (2023-Present)
Dresden, Germany



Going international

When I moved to Germany in 2023, I faced bureaucratic and supply chain problems and could not continue Studio Tidy as a business in its original form. Germany, being one of the top countries that focuses on the environmental effects of human actions and advocates for recycling, resonated with my vision and inspired me to keep the work going.

Germany has a significant beer culture, with an annual beer consumption of 92 liters per capita in 2022. The majority of beverages are sold in glass bottles with intricate graphics. The logos not only represent the brand but also the region and its people. I was immediately drawn to these attractive caps and began collecting them. The bottles were returned to the Pfand (recycling) machine, and the caps went into my collection instead of garbage.

Significant milestones

- Participating in Dresden-area flea markets, selling 20+ earrings per day.
- Completing the "Bottle Cap Top" which includes 240 bottle caps starting a dialogue on waste management on social media.
- Showcased the bottle cap earrings for sale in small shops in Dresden that support local artists.



Bottle Cap Top (Image 1)



Bottle Cap Top (Image 2)



Bottle Cap Top (Image 3)



Flea market stall (1)



Flea market stall (2)



Bottle cap earrings (1)



Bottle cap earrings (2)

Voet

A foot comfort solution for pregnant women - Developed at NID, Ahmedabad, India
Guided by: Mh. Naim Shaikh
Graduation Project

About the project:

This project inquires about foot comfort and how everyday footwear affects the user's **gait cycle**, **posture** and **stance**. During pregnancy, each woman experiences increased body weight and a change in hormones which makes the bones of the body softer. This also affects the bone structure of the foot and changes the shape and gait of the person.

The project captures design process through a product design lens focusing on research, experimentation with material, form study, ergonomic considerations, concept-building, prototyping and user-specific design solutions.

The final product(s) provide additional **comfort** to foot muscles, **support and improvement** in foot shape, and **relaxation** of muscles. The aim was to create a product which is a familiar solution for **easy adaptation** by the user group - a product which does not require any external help for usage.



3D render of footwear & insole (Softwares: Rhino 3D & Keyshot)

Voet

A foot comfort solution for pregnant women - Developed at NID, Ahmedabad, India

Guided by: Mh. Naim Shaikh

Graduation Project

I decided to build two separate products for these reasons -

- To increase customisability & sales of individual products.
- Mono-material is easier to recycle/repurpose.

Prototyping

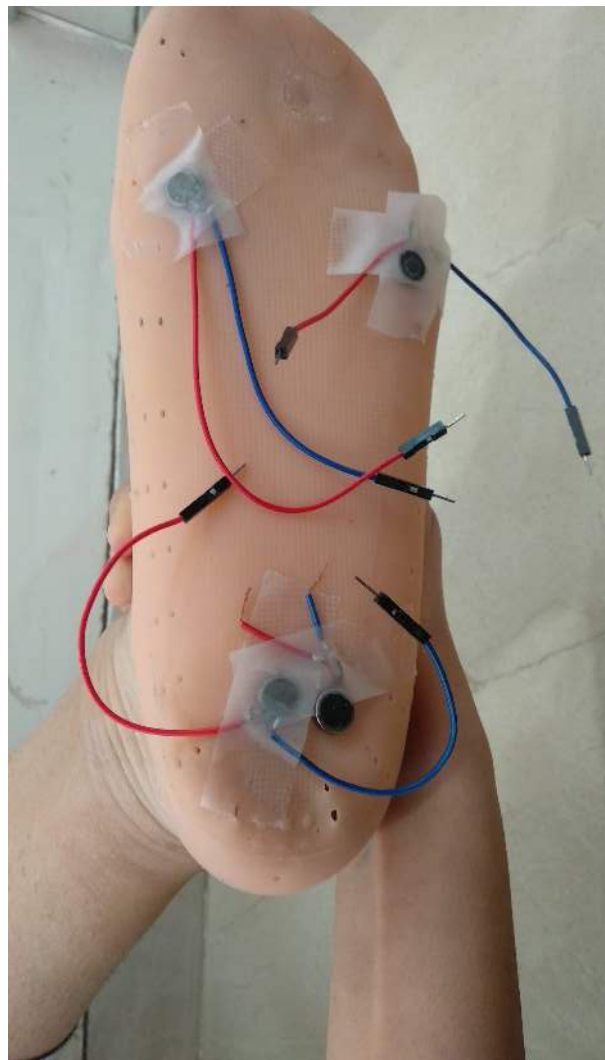
Using a chip module, accelerometer, vibrating motors, PCB, copper charging coil, charging module receiver, and the Arduino processing environment, I built multiple prototypes of the footwear.

Way forward for the project:

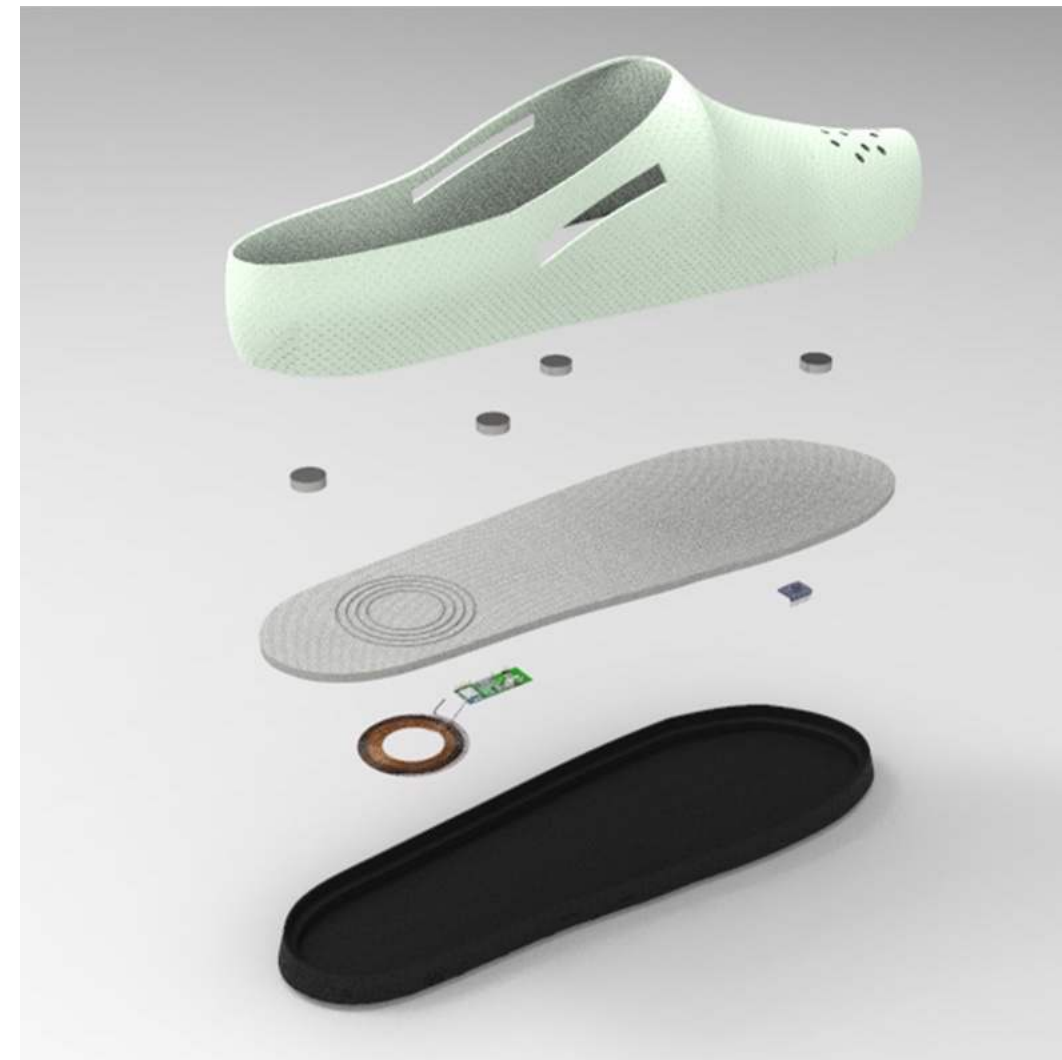
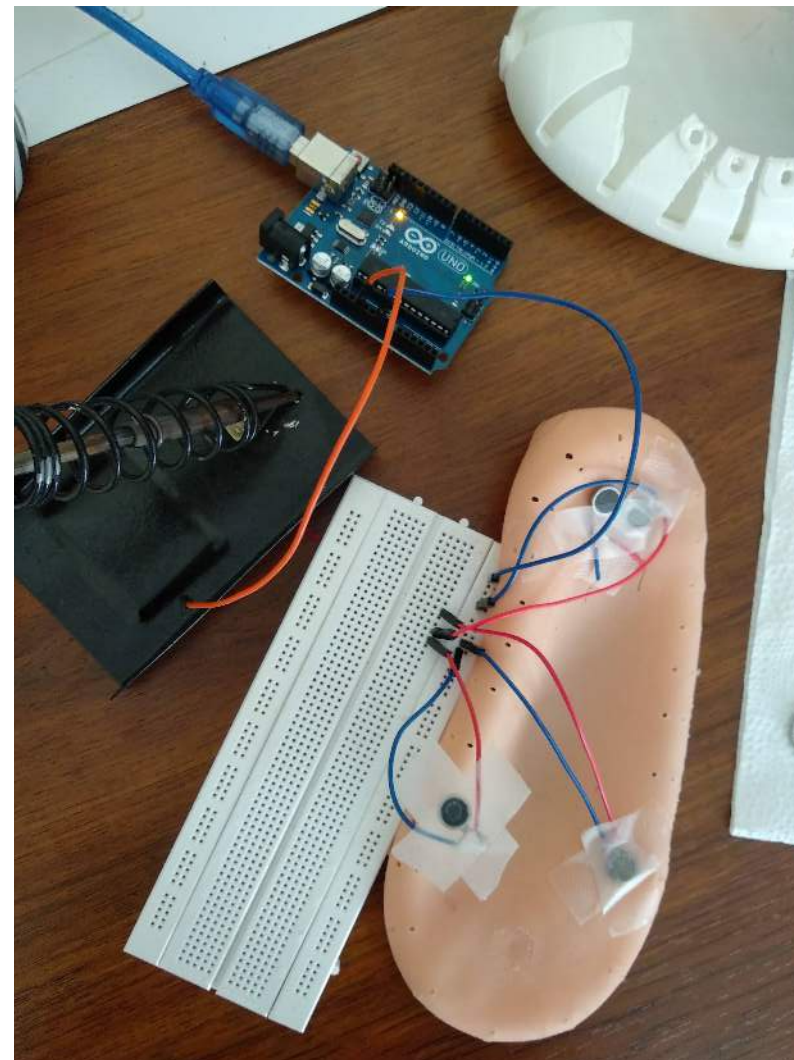
1. Smart footwear solutions for different applications.
2. Focus on the need - data specifically gathered from foot/walking motion: increasing user engagement.
3. Heating coil in-built into the sole: self-heating shoes.
4. Waterproofing technologies.



3D render of footwear (Softwares: Rhino 3D & Keyshot)



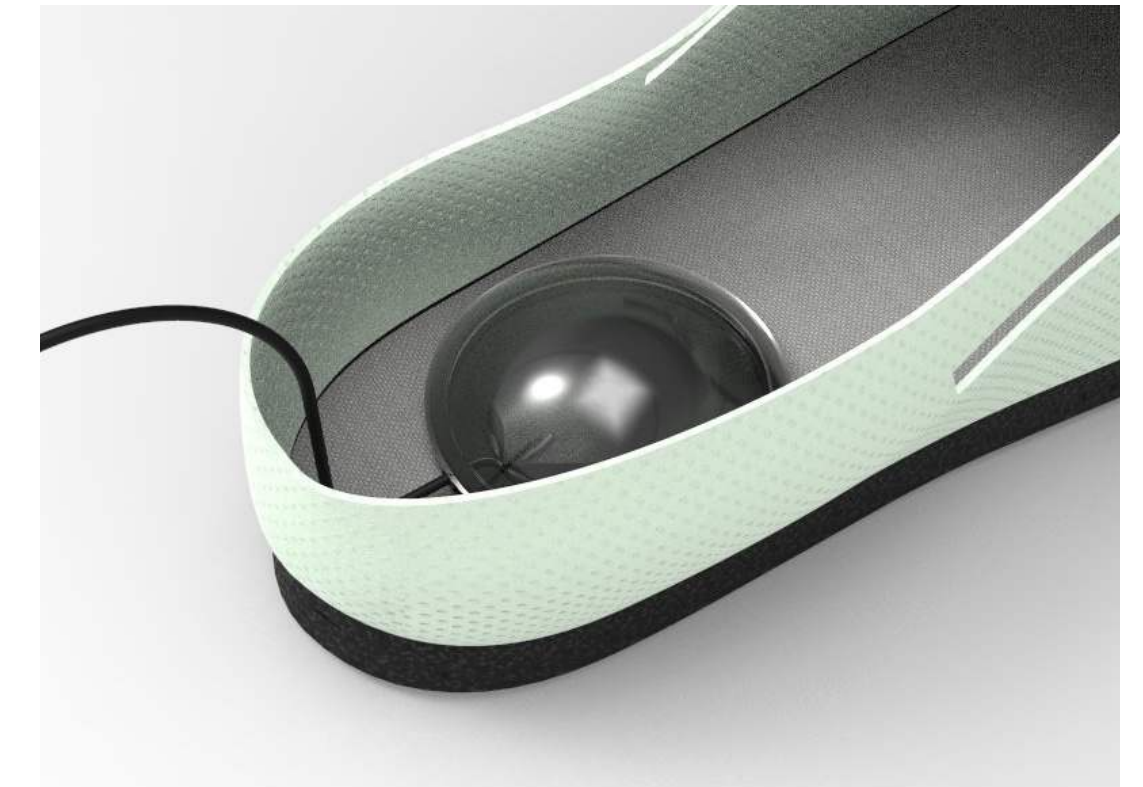
Electronics integration in working prototype



Exploded view of electronic integration



Exploded view of charging module



3D render of charging module

Create.witty

Systems Design Course, NID, Ahmedabad, India

Team members: Nuti Mody, Dhyan Parekh, Siddhi Patil, Amruta Supate

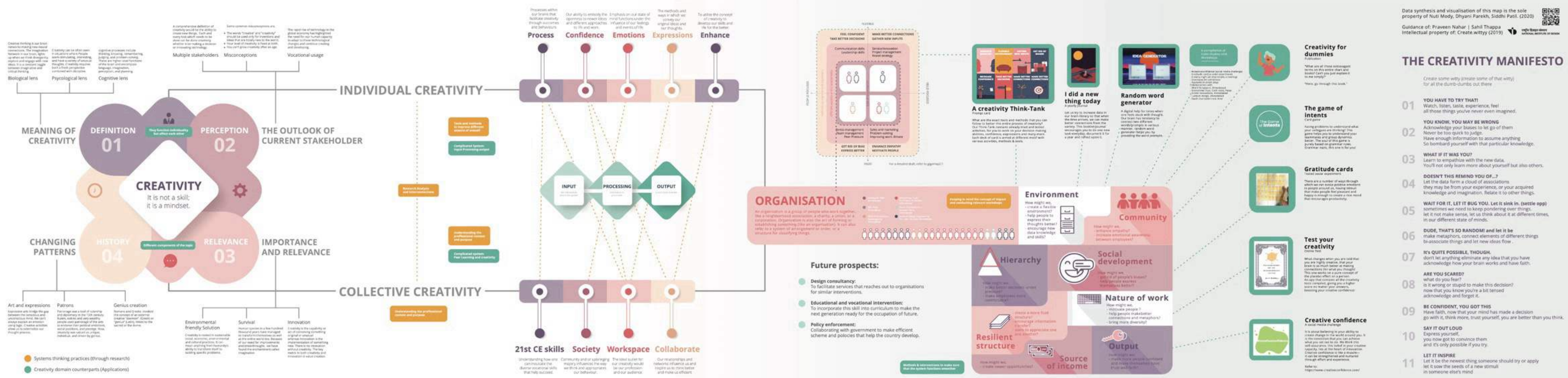
Classroom Project



What is create.witty?

Create.Witty is a group of 4 product design students on their quest to find answers about the term 'Creativity'. On this journey we have explored the **possibilities and applications of creativity**. The name comes from the adjective "witty" means showing quick and inventive verbal humour. Witty is original, it is ingenious. Our aim to create this idea in one's brain is called "create.witty".

Creativity is a concept utilised in different contexts. We analysed the fundamental nature of creativity, examining how new ideas emerge and gain acceptance through various perspectives. This synthesis was then **applied to societal conditions** that influence humans and related to the context of an **organisation**. We worked closely with varied but socially relevant organisations such as Gramshree Trust, Lumium Design, Saath Charitable Trust, Craftroots - India and Scrapyard Theatre, to apply creativity as a tool to increase the organisation's impact.



Infographics (gigamap) explaining the research work done as part of the create.witty project (Poster intended to be printed on A0 size medium. If you want to read the text in detail, please visit my [website](#))

Create.witty

Systems Design Course, NID, Ahmedabad, India

Team members: Nuti Mody, Dhyan Parekh, Siddhi Patil, Amruta Supate

Classroom Project

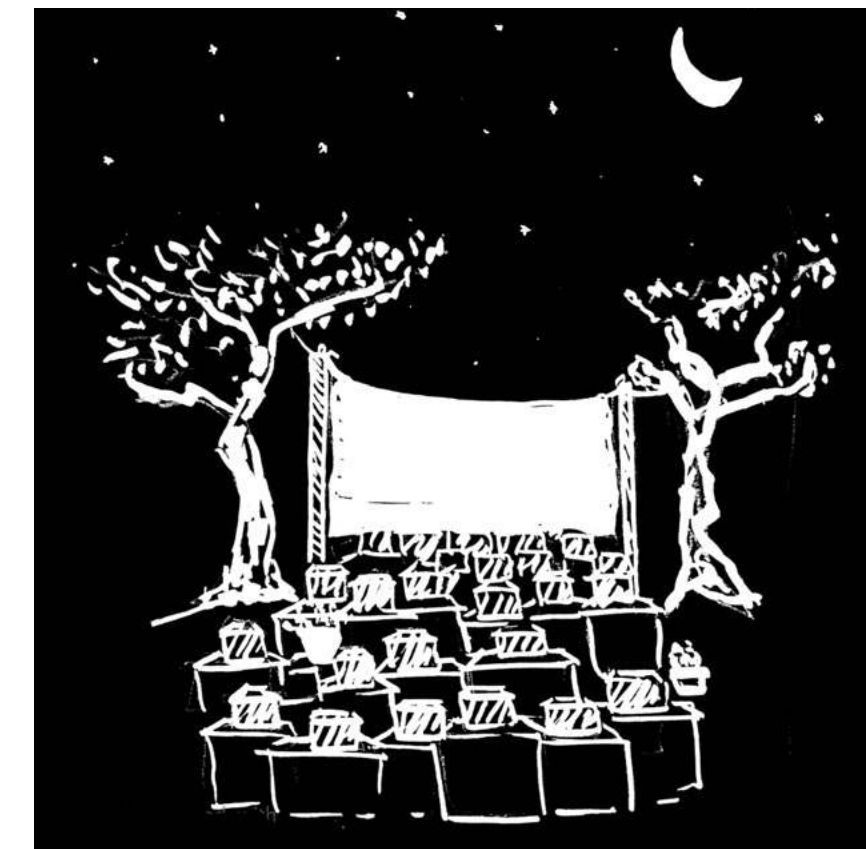
As final outcome, we delivered toolkits that enhances individual and collective creativity.

For **individual creativity** we made tools such as:

- A yearly journal that inspires people to attempt at a new task each day.
- A social media challenge, an online test, creativity manifesto that boost confidence of individuals.

For **collective creativity** we made tools such as:

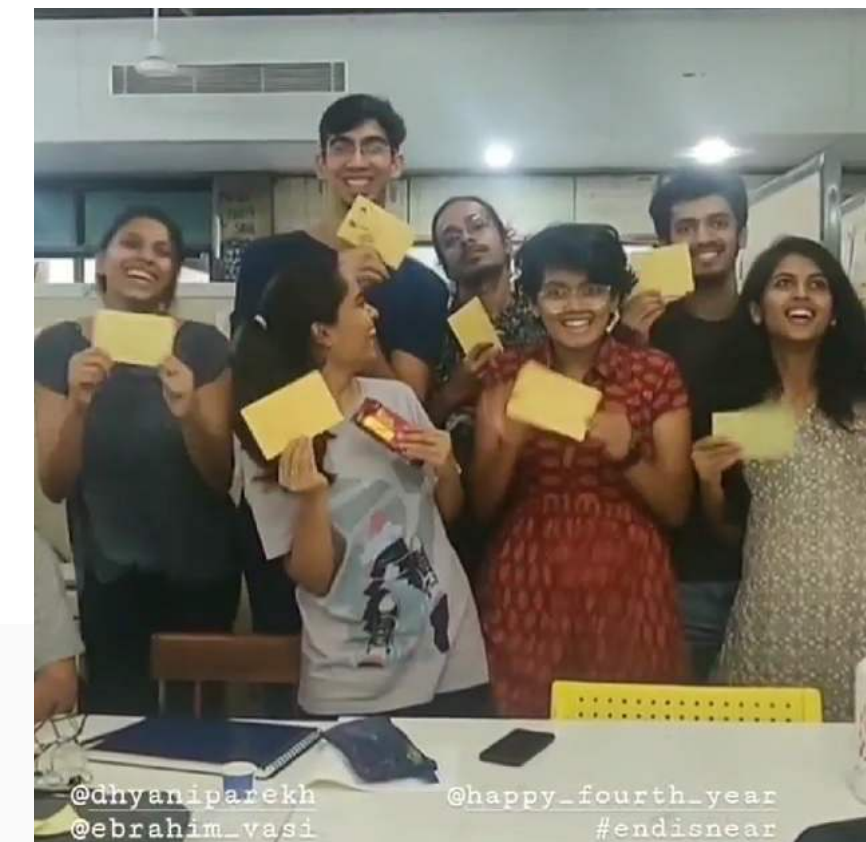
- Prompt cards and card games for teams to build upon each others ideas.
- Publications, guidelines and manifestos that serve as reference and workshop aids for different organisations.



A Starry Night - Social event



Workshop with PDPG17 batch, NID-Ahmedabad



Gratitude Cards - Social experiment



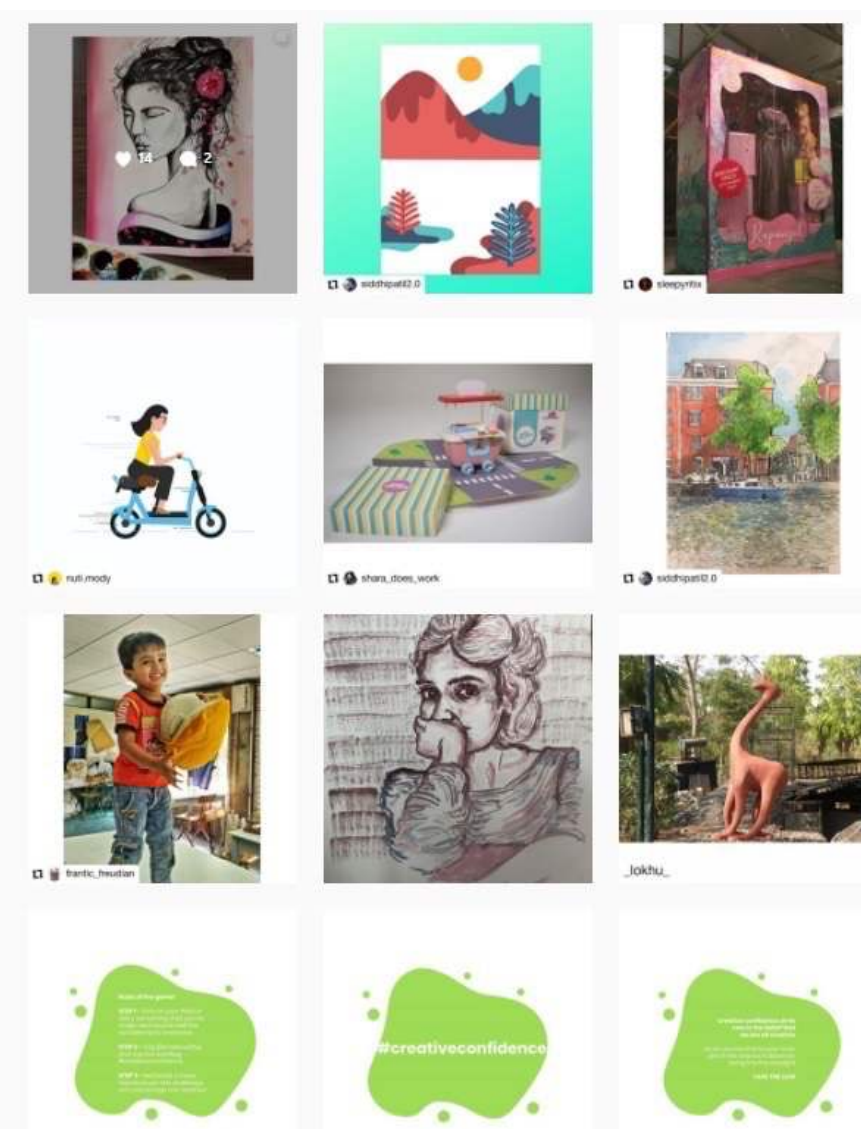
Workshop with Scrapyard Theater, Ahmedabad



Creativity for Dummies - Publication



I did a new thing - A yearly journal



#creativeconfidence - Social media challenge



Creativity Think-Tank - Prompt cards



Workshop at Gramshree Trust, Patan

Peeppli

Product developed at DucereTech, Hyderabad, India

Group members: Nuti Mody, Uma Anupindi, Shrey Yadav et al

App designed independently by Nuti

Industry Project



The initial brief for this design sprint was to make a product targeted at elderly well-being which fits in the ecosystem of DucereTech.

Understanding Ducere product range:

1. The company is focused on redefining the wearable ecosystem and developing disruptive technologies, particularly in performance tracking and optimisation.
2. The products of Ducere have one thing in common: "technical and technological explorations".

Characteristics of elderly individuals:

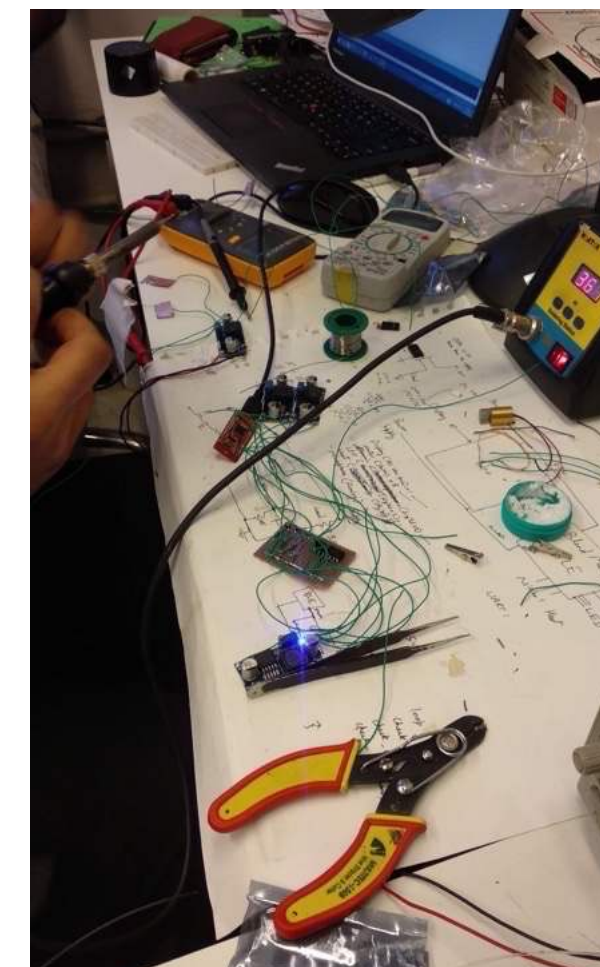
According to study in [1],

1. Older adults faced challenges with self-care, domestic life, and mobility, leading to **extended sedentary periods**.
2. Many elderly individuals **preferred independent living**, with "16–87.5% living alone in studies and 20–78% in grey literature". Fear of losing independence and being a burden often caused **emotional distress**, including **depression** and **loss of pride**.
3. Despite difficulties, some continued self-care and domestic tasks to maintain independence and purpose. **Caring for others, though challenging, provided a sense of fulfilment**.

We translated these attributes into a captivating and user-centric game.



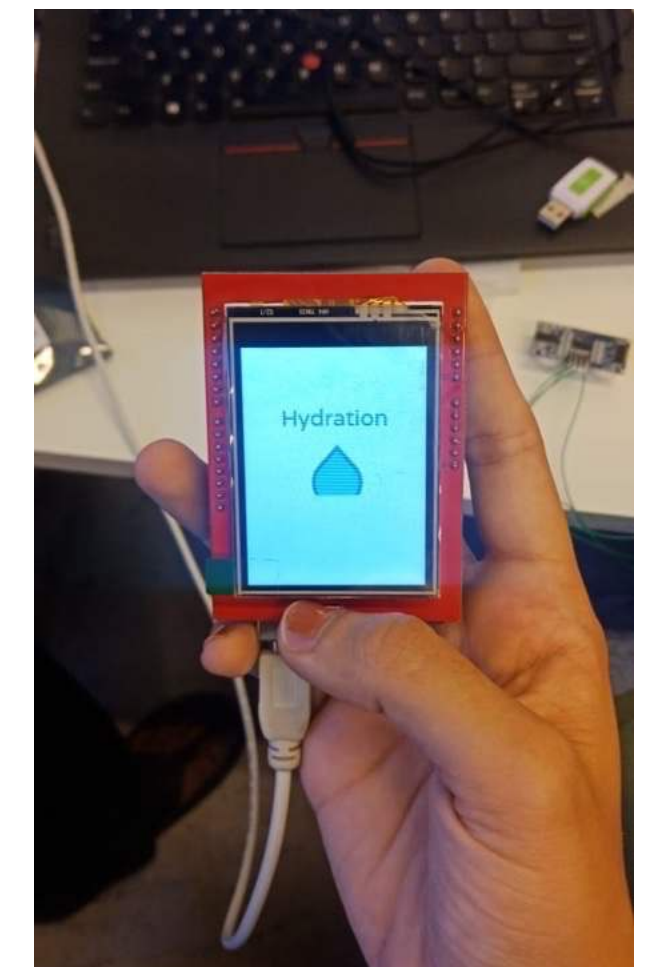
Our Inspiration



Building prototype



Working prototype



Digital interface of Peeppli

'Peeppli' is a robotic plant equipped with a digital interface. Through Peeppli, users are assigned the responsibility of tending to the plant, consequently **fostering their own well-being**.

Our team, comprising a Product Designer (me), a Graphic Designer, a Product Developer, and an Electronic Engineer, collaborated to develop the initial prototype. This prototype integrated three distinct types of movements, accomplished through meticulously chosen materials, motors, and structural design.

[1] Abdi, S., Spann, A., Borilovic, J. et al. Understanding the care and support needs of older people: a scoping review and categorisation using the WHO international classification of functioning, disability and health framework (ICF). BMC Geriatr 19, 195 (2019). <https://doi.org/10.1186/s12877-019-1189-9>

Peeppli

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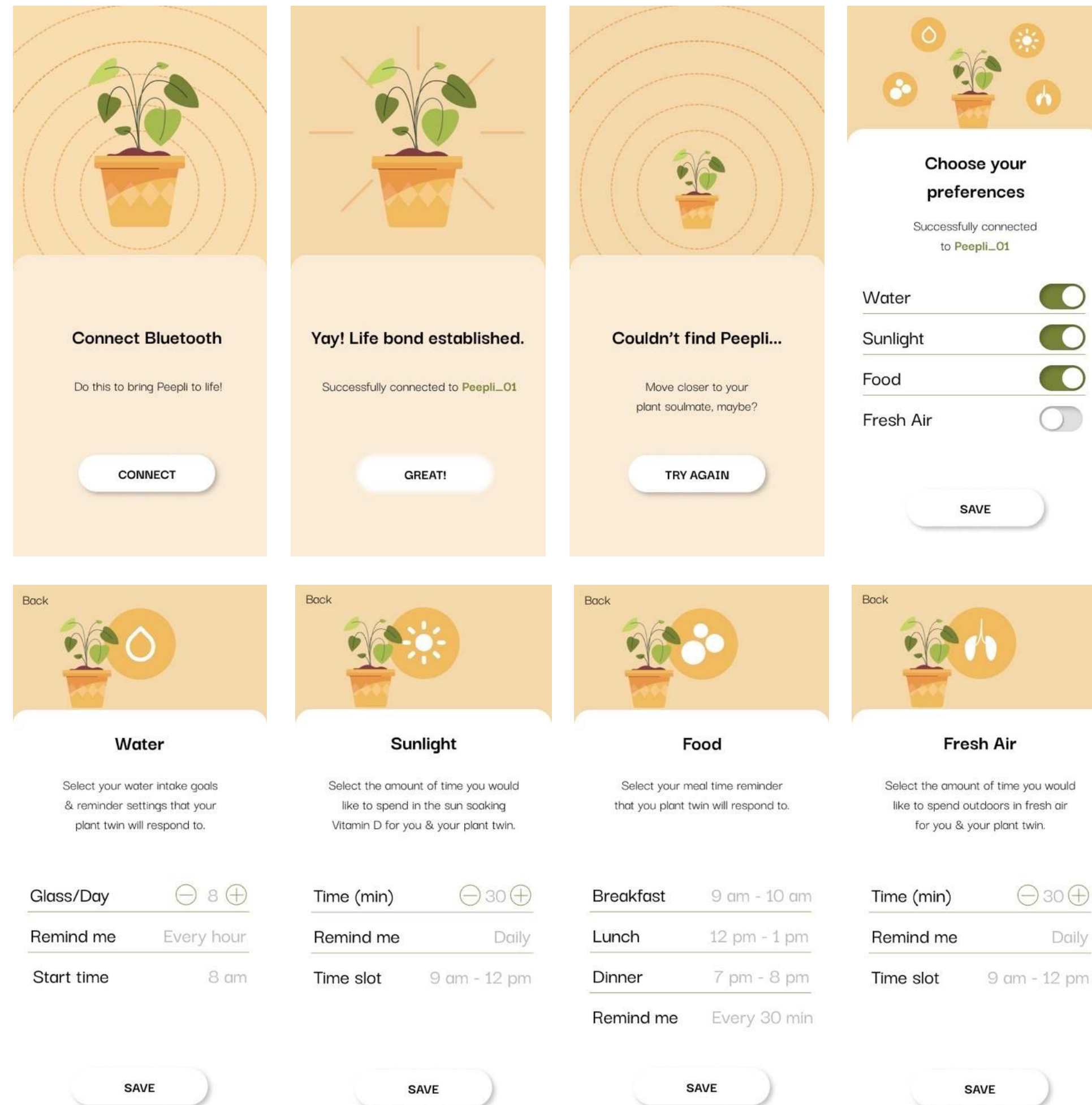


Further development:

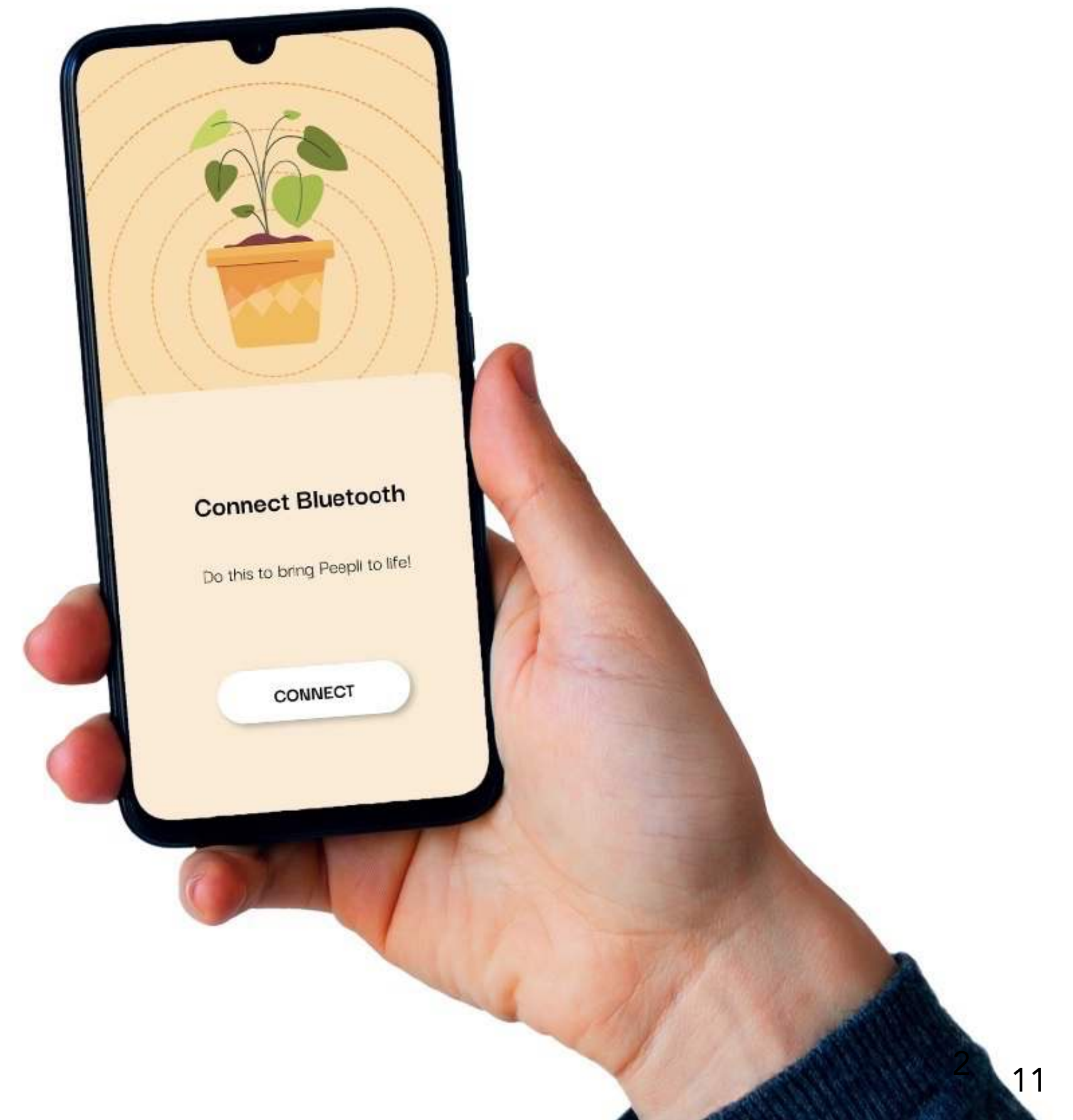
When I moved to Germany in 2023, at one of the Berlin networking events, I had the chance to discuss this project with a group of peers. After an hour long discussion about the project we discovered **the need of a mobile based application** to support the product.

I quickly jumped onto Figma and started working on the wireframe of the app. On the right are the prototype screens of the mobile app interface that was developed.

A key observation made during the development phase emphasized the necessity of implementing a **more straightforward interface** tailored to the elderly demographic.



Peeppli mobile app mock up screens



Peepli

Product developed at DucereTech, Hyderabad, India

Group members: Nuti Mody, Uma Anupindi, Shrey Yadav et al

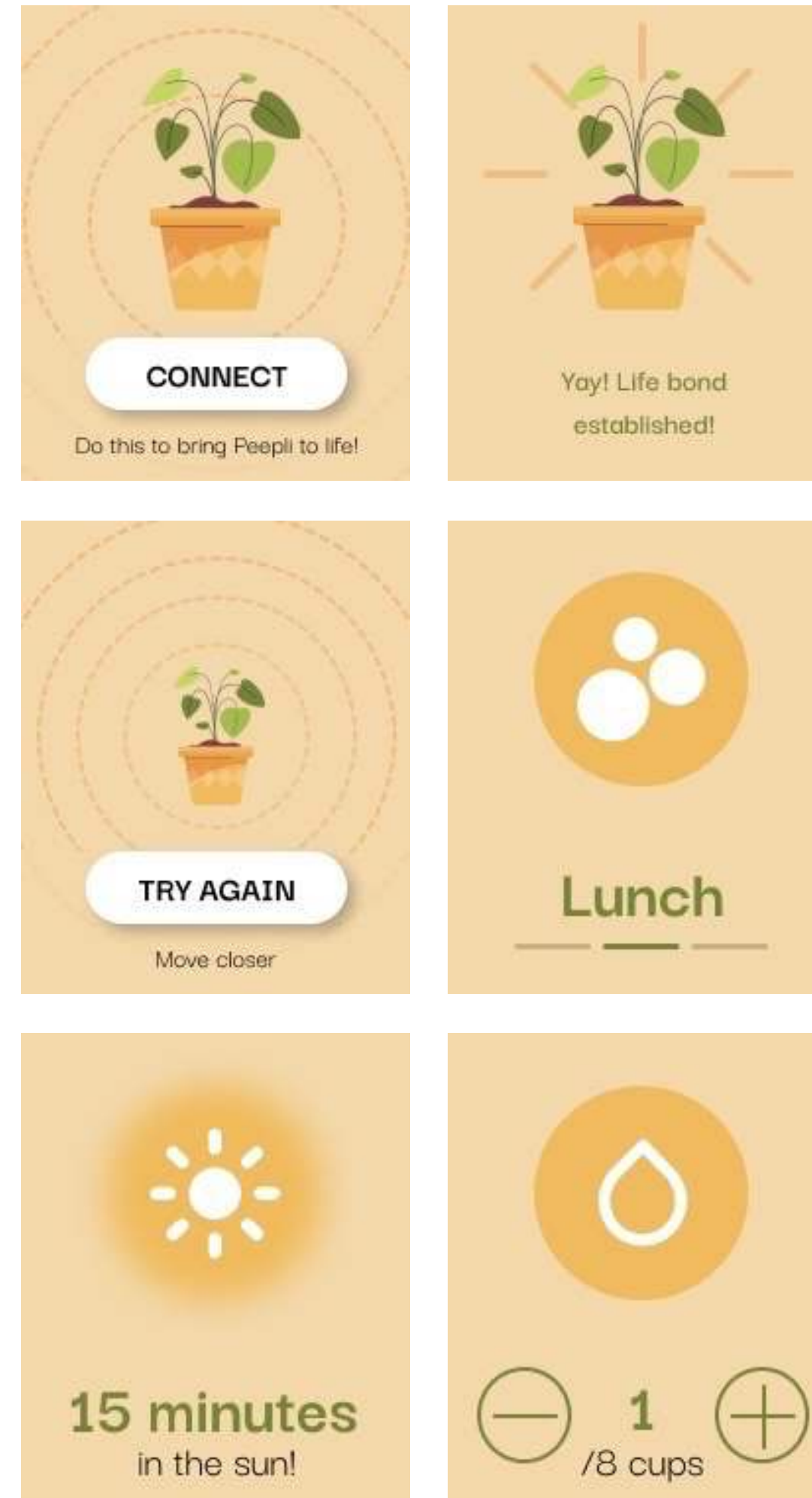
App designed independently by Nuti
Industry Project



To address this concern, I opted to prioritise the smartwatch interface.

The advantages of utilising a smartwatch include:

1. Constant proximity to the user.
2. Facilitating easier tracking of movement data.
3. Favourable haptic feedback.
4. Smaller screen featuring minimal input fields, wider buttons, and higher contrast to enhance user-friendliness.



Peepli smart watch app screens

Way forward for the project:

Feedback and Iteration Strategy for Product Development:

As the initial project (robotic plant product) was conducted within a design sprint, primary research data was not available.

However, during the testing phase of the mobile and watch application, general feedback suggested that the product leaned too heavily on technology and screen interaction, potentially posing complexity issues for the elderly demographic.

An alternative proposal was to market the product towards a younger user base or to develop a standalone robotic plant with voice assistance, with subsequent testing to be conducted within the targeted user group.

BabyOnTrack

Infographic and illustration work as part of a web design project at Bempu Health Pvt. Ltd., Bangalore, India
 BabyOnTrack project head: Suparna Kalghatgi, Project mentor: Gaurika Singhal
 Industry Project



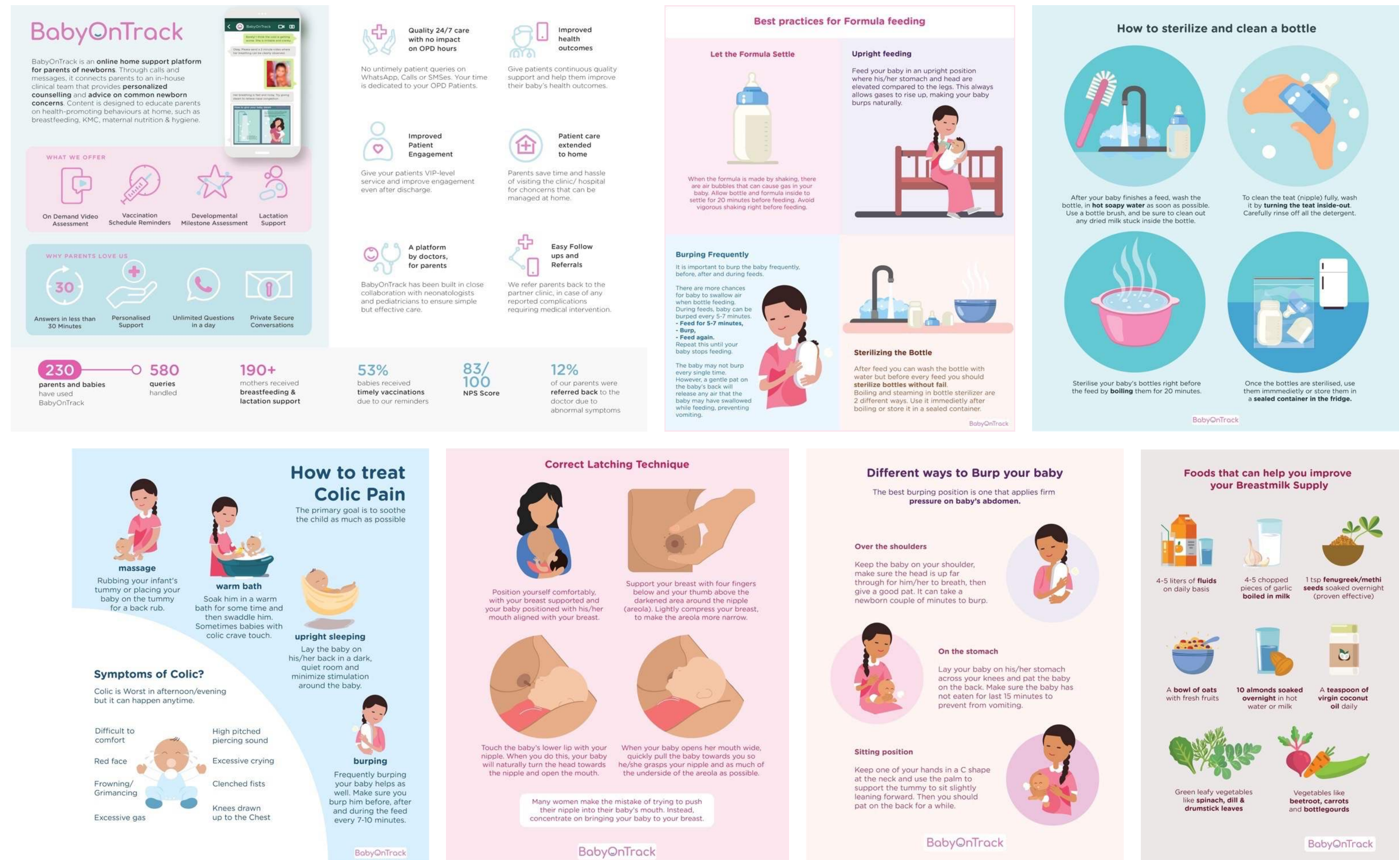
What?

BabyOnTrack is an online platform aimed at supporting parents of newborns in the comfort of their homes. It facilitates connections between parents and an in-house clinical team via calls and messages.

The platform's content is thoughtfully crafted to educate parents on health-promoting practices at home, including topics like breastfeeding, Kangaroo Mother Care (KMC), maternal nutrition, and hygiene.

Scope of Work

Within the scope of the BabyOnTrack web-based service, I undertook the design and creation of a comprehensive set of infographics. These infographics were crafted to cover a wide array of essential topics that I researched, including latching techniques, vaccination details, recommended food supplements, hygiene practices, burping techniques, colic treatment strategies, etc.



Sample infographics developed at Bempu Health Pvt. Ltd.

BabyOnTrack

Infographic and illustration work as part of a web design project at Bempu Health Pvt. Ltd., Bangalore
BabyOnTrack project head: Suparna Kalghatgi, Project mentor: Gaurika Singhal
Industry Project



Scope of Work

The hallmark of these infographics lies in their **user-friendly** and **easily comprehensible design**. Through a combination of illustrative artwork and thoughtful layout, these visual aids were engineered to convey **complex information** in a **clear and accessible** manner.

Furthermore, these infographics were tailored to the specific needs of our client. To ensure **seamless communication** and delivery, each individual infographic was efficiently transmitted to the client via WhatsApp, accommodating their preferences and requirements effectively.

Things you need to know about Hepatitis B vaccines

Why?
It protects your child against **Hepatitis B (Hep B)**. The disease mainly affects the liver. In serious cases, liver infection, liver failure, cancer can occur. It mainly spreads through blood or body fluids. **There is no treatment for Hepatitis B disease.**

When?*
At birth within 24 hours, at 6 weeks & 6 months. (in total 3 doses)

Where?
Intra-muscular
Right thigh

How much?
₹ 60-300/- for one Dose

*Do refer to the chart provided by your doctor or hospital to achieve a routine schedule. Dose-2 & 3 of Hep-B is given with other vaccines, which is also known as the **Pentavalent** vaccine.

BabyOnTrack

Things you need to know about MMR vaccines

Why?
It protects your child against **Measles, Mumps & Rubella**. It spreads through air and direct contact. Severe cases of **Measles** are brain swelling (Encephalitis), pneumonia (infection in the lungs), and death. **Mumps** can lead to inflammation of testicles or ovaries and deafness. **Rubella** can create pregnancy complications for women.

When?*
9 completed months - 12 months (can be given till 5 years of age)

Where?
Right upper arm
Sub-cutaneous

How much?
₹ 70-545/- for one Dose

*Do refer to the chart provided by your doctor or hospital to achieve a routine schedule.

BabyOnTrack

Things you need to know about PCV vaccines

Why?
It protects your child against **Pneumococcus**. It spreads through air and direct contact. There may not be any symptoms of the disease and in further complication can be blood infection, meningitis (infection of the covering around the brain and spinal cord), death.

When?*
At 6 weeks, 10 weeks, 14 weeks & 15 months. (in total 4 doses)

Where?
Inner thigh
Intra-muscular

How much?
₹ 3801/- for one Dose

*Do refer to the chart provided by your doctor or hospital to achieve a routine schedule.

BabyOnTrack

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BabyOnTrack

Common Side Effects and Remedy

Most Common Side Effects

- Mild/Low-grade Fever
- Soreness, swelling, redness at the site
- An allergic reaction

Serious Side Effects

There are no serious side effects noted from the Hepatitis B (Hep B) vaccine.

If your baby has a fever for more than 3 days or the blister looks infected, contact your doctor.

What can you do to soothe your baby?

- To soothe your baby, try feeding immediately after the vaccination.
- Once back home, put your baby to sleep in comfortable clothes.
- For fever, dip a cotton towel in cold water and gently wipe the body.
- Use a toy to distract the baby from pain.

BabyOnTrack

Common Side Effects and Remedy

Most Common Side Effects

- A low-grade Fever.
- Very rare case of seizures caused by fever.
- Sore arm or mild rash from the shot.

Serious Side Effects

There are no serious side effects noted from the MMR vaccine.

If your baby has a fever for more than 3 days or develops a skin rash, contact your doctor.

What can you do to soothe your baby?

- To soothe your baby, try feeding immediately after the vaccination.
- If your child develops a rash without other symptoms, no treatment is needed. The rash should go away in several days.
- For fever, dip a cotton towel in cold water and gently wipe the body.
- Use a toy to distract the baby from pain.

BabyOnTrack

Common Side Effects and Remedy

Most Common Side Effects

- Redness, tenderness, or swelling at the shot
- A low-grade fever
- Small chances of allergic reaction

Serious Side Effects

There are no serious side effects noted from the PCV vaccine.

If your baby has a fever for more than 3 days or develops a severe skin infection, contact your doctor.

What can you do to soothe your baby?

- To soothe your baby, try feeding immediately after the vaccination.
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BabyOnTrack

A6 sized deck of card designed to explain vaccination details



Thank you!

Thank you for going through my work.

I hope you enjoyed viewing my projects as much as I enjoyed working on them!

To learn more about these projects or explore my other work, visit www.nutimody.com and [@studio.tidy](https://www.instagram.com/studio.tidy)

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