Adya Manimurugan.

INDUSTRIAL DESIGN STUDENT · COIMBATORE, INDIA

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Industrial design student working across products, furniture and interaction: from field research and sketching to CAD, rendering and design for manufacture. Furniture design intern at Magari; 39.7K people follow my design explanations on Instagram.

Education.

DJ ACADEMY OF DESIGN
2023 – Present

Bachelor's in Industrial Design

Experience.

MAGARI, BANGALORE
Summer 2026

Furniture design internship · 2 months

Designed two dining benches, Elden and Marlow, from first concept to workshop-ready detail. Developed the profiles and the leg-to-seat junction through sketches and CAD, then detailed the joinery, seat-box construction, upholstery build-up, materials and finishes.

CONTENT CREATION, INSTAGRAM
2026 – Present

@adya_manimurugan · 39.7K followers

Created the Intent Series: 21 short reels, each explaining the design decision behind one everyday object. 4.67M views and 2.07M accounts reached in the first 90 days; 1.1M views on a single reel. Brand collaboration with Beyond Beleaf.

Selected projects.

HOSE REEL CART
Product design · Studio project

Observed gardeners on site, then designed a one-wheel cart for 30 m of hose: bent-tube frame, water through a hollow axle, drum brake, full materials list and a full-scale workshop prototype.

TOY TRUCK
Injection moulding · Group project

Designed every part for injection moulding: ABS and SAN parts, drafted walls, side cores, ultrasonic welds, bosses and screws.

SASHA
UX research · Interaction design

Interviewed women who travel alone, then built three personas, a journey map and a 15-screen clickable prototype for a safety app.

MILKA
Visual merchandising · Group project

Planned a Christmas pop-up for Milka's 125th birthday in an 18 × 18 ft, 8 ft high space: floor plan, 3D model and scale model, in a team of six.

MAZE
Toy & game design

Designed and built a customisable plywood maze whose wall pieces come from the bends of a paper clip.

SPOURS
Biomimicry · Bathroom collection

Designed towel, soap and ring trays from the Turkey Tail mushroom and Madhubani art, with form studies in clay.

Skills.

DESIGN	SOFTWARE	HANDS ON	COMMUNICATION
User research	Rhino	Sketching	Writing
Design for manufacture	KeyShot	Woodworking	Storytelling
Joinery detailing	Fusion 360	Prototyping	Content creation
CAD modelling	Illustrator	Metal fabrication	
Rendering	InDesign		
	Photoshop		

Values.

Look closer · Make it by hand · Tell the story