

MOHIT ARORA // SR. INDUSTRIAL DESIGNER

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ACADEMIC CREDENTIALS

2010 – 2011, Istituto Marangoni, Milano, ITALY

Master of Arts - Design Directions (Product design, Visual design and Art direction.); Class A (CGPA 8.8)

2005- 2009, National Institute of Fashion Technology (NIFT), New Delhi, INDIA Bachelor of Design - Accessory Design (Products design); CGPA 7.8

LINGUISTICS ACQUAINTANCE

English - excellent (native)

Hindi (Indian) – excellent (native) Italian (Basic)

WORK EXPERIENCE

2018, Aug. – Present, Senior Manager - Industrial Design -Devices, Reliance Jio Infocomm Limited, Reliance Industries Limited, Navi Mumbai, Maharashtra, India

Jio is a Domestic Telecom brand with network across every corner of the country and key player for 4G telecom, broadband and entertainment services. It's a small investment from Reliance Industries Limited to connect every citizen with high-speed internet services.

Role and contribution: Currently reporting to Devices UI/UX manager and Head of devices.

- Understand the end users need and bridge them into business model from industrial design perspective.
- Manage, conceptualization for new products, product variations (SKU), improving existing products and accessories.
- Setting-up the design studio, and strategize for bringing future developments to in-house design development.
- Defining, planning and executing the design process for the complex matrix structure.
- Analyze and lead the team of designers with business requirements and support for development, improvement in processes, products, their support accessories and extensively experiment on new materials and finishes.
- Support all sort of design and documentation w.r.t. Industrial design and other additional processes like SCM using advance solidworks, Rhino3D, adobe illustrator and other software as per the requirements.

2015, Sept. – 2018, July, Senior Industrial Designer II, R&D Department, LedLenser Corporation Limited, Yangjiang, Guangdong, China

LedLenser is a premium German brand and key player for advance focus lighting products. The patented Optics technology is used widely for specialty and precise application such as Flash Lights, Biking accessories, etc..

Role and contribution: Reporting to R&D Manager.

- Accurately translate the needs of end users into industrial design using design process keeping Manufacturing for Easy Assembly parameters or respective process of development.
- Manage, conceptualization for new product innovation, product variations (SKU), improving existing products and accessories.
- Analyse and lead the team of engineers with promising solutions. Improvement in processes, products, their support accessories and extensively experiment on new materials and finishes.
- Support CAD for design and documentation using advance solidworks, Rhino3D, adobe illustrator and other software based on development requirements.
- Monitor and provide support for CMF, product graphics, and occasionally packaging design for marketing.
- Develop mock-ups using different type of 3D printing technology, and monitor outsourcing for different types of prototypes based on product requirements.
- Identify patentable design features and research with team of engineers for possibilities towards new patents and intellectual property for the company.
- Supervise and review all parts and components relevant to design, including color, cosmetics and finishes. This also involves pushing the sourcing teams, visiting trade fairs and exhibitions for finding new suppliers to follow up with design trends across various industry.

2014, Aug. - 2015, Sept., Deputy Manager – Industrial Design, Videocon Industries Limited, Gurgaon, INDIA

Videocon is an Indian company that has presence in global market for consumer appliances as a brand and as manufacturer.

Role and contribution: Reporting to VP Sourcing and development

- Key responsibility for Industrial Design practices across new Air Conditioner (AC) portfolio and few other home appliances like coolers, Ceiling fans, TV, remote consoles, etc..
- Propose new designs, work on uplifting existing designs and facelifts.
- Focus on product detailing across development process to R&D headquarter and outsourcing suppliers.
- Market and trend research for new product design including product mapping.
- Visit Exhibitions, trade shows, attend design conferences, seminars worldwide to be updated with worldwide developments in home AC industry.
- Analyze user scenarios to understand the usage patterns of products and suggest overall improvements like technology upgrade, interface and GUI.
- Conceptualization on Innovative ideas using 2D and 3D CAD applications (advance level Solidworks modelling, Rhino surfacing and keyshot renderings with post-production).
- Outsource mockup development to external suppliers keeping product confidentiality.

2012, Feb. - 2014, Aug., Designer – Products & Packaging, Innovation Labs, Tata Elxsi Limited, Bangalore, INDIA

Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world-class products and solution.

Role and contribution: Reporting to Chief Designer

- Works for Intellectual Property (IP) projects, Interaction and Industrial design (FMCG, Consumer appliances and electronics).
- CMF research project for Leading EU Automotive brand.
- Active involvement in Executive briefing centres (Space) design projects at various steps.
- Packaging design for many FMCG clients.
- Design ideation / conceptualization and visualization (2D and 3D).
- Design research, cool hunting (for Leading EU Automotive brand) and trend analysis.

2009, Oct. - 2010, Sept., Product Design Manager, KSP Engineering Company, Noida, INDIA

KSP Engineering Co. is a manufacturer and exporter of all types of Furniture products, metal craft, lifestyle and decor accessories, and Garden & Lawn accessories. The export segment is mainly primarily EU and US. KSP is gradually emerging as manufacturing company that provide design services to its clients.

Role and contribution: Reporting to MD

- Leading the Design Department as Product Design Manager, proving technical (DFM and DFA) and aesthetic support.
- New product proposals, designs, trend research, packaging, and developments, and executions.
- Developing and executed entire new product range for outdoor pet products and Lawn accessories including major contribution towards setup for production and material innovation.
- Coordination with vendors and the buyers for qualitative results for Sheet metal & casting products.
- Participation and representation of the company in important international fairs. Booth design and modularfurniture props are key part of the project.

2009, Apr. - 2009, Sept., Product Designer, Jaipur Ceramics Pvt. Ltd., Jaipur, Rajasthan, INDIA (fixed term project)

Jaipur Ceramics was one of the leading manufacturers of Bone-china ware and tableware. JCPL Ceramics Plant is spread over 35,000 Sq. yds. area on the outskirts of Jaipur. It has one of the most innovative and a huge (1,500 tones per annum). Bone-China capacity plant in the Country.

Role and contribution: Reporting to MD

- New product proposals, designs, and developments (Tableware and lifestyle decor products).
- Trend analyzing and development of new forms, Color and graphics.
- Coordination with marketing and sales team for new briefings.

2008, Oct. - 2009, March, Graduation Project (SGPA 10/10)

Product Design Internship, Jaipur Ceramics Pvt. Ltd., Jaipur, Rajasthan, INDIA (fixed term project), Role and contribution:

- Understanding the manufacturing process, company and export process.
- New product design- Tableware and lifestyle decor products for EU & Domestic market.

FREELANCE PROJECTS

2016-18 - Various design projects including product design, space design, packaging design for ODMs based in China.

2011-12 - Successful design and execution of Exhibition design projects for India Brand Equity Foundation with focusing on expanding trade business between two countries.

2009 - Brand development and over 20+ design project for luxury lifestyle mirrors, "Vetromoda". Now Vetromoda is a renowned domestic lifestyle brand in high-end mirrors.

2008 Internship Product designer, MAGPPIE International Ltd., INDIA

2007 Student Researcher, Future Urban group - Nokia - Human Behavioral Research on feature phones, Mumbai, INDIA

Since most of the above are confidential and private projects, I can demonstrate with permission of clients, on request basis and as per availability of data.

INFORMATICS SKILLS

Operating System Mac (Advanced) and Windows

Software: Solidworks, Keyshot (Advance), Rhinoceros v.4 &v.5 (Advance), Adobe In-design, Adobe illustrator, Adobe Photoshop, MS Office / iWork, 3D max (Advance) + V-ray (Super specialty), Sketchup pro + Vray. 3D printer Ultimaker with Cura / .Gcode, Formlab 2.

ACHIEVEMENTS AND AWARDS

1. Patent Pending for Multipurpose Geometric Instrument, filed in Feb. 2016. Application no.: 201641005297.
2. Co-inventor: Neelarnab Dutta, during employment with Tata Elxsi Limited as Product Designer.
3. Global patent (ref. CN 2017012000827290), utility patent for bike mount design that hold flashlight smartly without additional tools.
4. D&AD - Student Award 2011 – Product design category.
5. SIA Stainless innovation awards, Nomination, 2010- Outdoor urban accessory.
6. EDIDA - Elle Décor International Design award, 2009- Ceramic collections, Tableware, JCPL, India

INTERESTS

Photography, travelling, exploring places, adventurous sports, art, biking, and skating. PORTFOLIO:

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