

# MOHIT ARORA // INDUSTRIAL DESIGNER & DESIGN DIRECTOR

---

Current location: Navi Mumbai, INDIA  
Phone: (India)+91 9953781158  
E-Mail: mohit.arora.design@gmail.com  
[PORTFOLIO](#)

## ACADEMIC CREDENTIALS

**2010 – 2011**, Istituto Marangoni, Milano, ITALY

Masters - 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

Bachelors of Design - Accessory Design (Products design); CGPA 7.8

## LINGUISTICS ACQUAINTANCE

English - excellent (native)

Hindi (Indian) – excellent (native)

## WORK EXPERIENCE

**2022, Nov. – present:** General Manager, Industrial Design - Devices, JPL, RIL, Navi Mumbai, MH, 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. I am currently leading Industrial design team and responsible for an evolving portfolio of 90+ products.

### Role and contribution:

- Align design guidelines with internal and external stakeholders for next-generation devices for Telecom (Fixed-line and mobility), New Energy, Green energy and IoT portfolio.
- Assess risk factors from product and packaging perspectives.
- Investigate and integrate sustainable practices, reducing carbon footprints example elimination of single-use plastic components and introduction of biodegradable components in packaging.
- Closely working with other design verticals, SCM, Finance and Marketing team to align for a common vision and right communication to end user from physical hardware perspective.
- Lead a team of internal and external design stakeholders to ensure cohesive delivery from both innovation and production standpoints.
- Develop a roadmap for each product vertical, focusing on Industrial and Experience Design to enhance brand identity.
- Collaborate across functions, particularly with the Engineering team, to create interconnected products and services.
- Engage in consumer research projects to gather validated, user-centric insights and conduct competitive benchmarking.
- Propel projects with actionable roadmap proposals and enhance the team's performance with new benchmarks.

**Team structure:** 9 Industrial Designers, 3 Packaging Designers

**Reporting:** VP UI/UX and BU Head.

**2021, April – 2022, Nov:** Deputy General Manager – Industrial Design – Devices, Jio Platforms Limited (JPL), Reliance Industries Limited (RIL), Navi Mumbai, MH, India

### Additional roles:

- Oversee the entire UI/UX team, including Industrial Design and packaging.
- Accelerate the development of new conceptual products, Digital and physical for leadership review.
- Evaluate and refine new design guidelines to create a roadmap for products in the Fixed and Mobility sections.
- Analyze market and industry trends to propose strategies for expanding the user base.
- Identify gaps in the user experience of existing products (both physical and digital) and services to enhance overall brand value.

**Team structure:** 6 ID designers, 2 Packaging Designers, 3 Graphic Designers, 3 UIUX Leads, 20+ UI Designers

**Reporting:** BU Head.

**2018, Aug. – 2021, March:** Senior Manager - Industrial Design - Devices, Reliance Jio Platforms Limited, Reliance Industries Limited, Navi Mumbai, Maharashtra, India

**Role and contribution:**

- Unify and streamline the design language across the entire product portfolio while advocating for portfolio expansion.
- Understand end-user needs and integrate them into the business model from an industrial design perspective.
- Oversee the conceptualization of new products, product variations (SKUs), enhancements to existing products, and the design of accessories, branding, and packaging.
- Analyze and guide the design team based on business requirements, supporting all developments and process improvements, as well as exploring new materials and finishes.
- Oversee the execution of packaging design, advocating for environmentally friendly solutions as an integral part of industrial design projects.

**Team structure:** 2 ID designers, 1 Packaging Designers

**Reporting:** GM – UI/UX.

**Achievements (till date):**

- Successfully contributed to the deployment of the Hybrid STB, reaching 6 million users in 2023, and the IPSTB, with 1.5 million users projected for 2023-24.
- As a designer, I was instrumental in the enhancing the experience of around 45 million users (out of 55 Mn.) with the help of newly designed ONT Gateway in 2022. This device helped brand with better bandwidth of network and ease of installation by engineers.
- Successfully designed the Jio Phone Value, which has reached 30 million users since its launch in 2019-2020 and JioBharat Phone series to over 20 million users in 2023-24.
- Lead the project as a key designer in the conceptualization and successful delivery of a range of products for Air Fiber technology in mid-2023, with continuous ongoing deployments.
- Achieved savings of approximately ₹14 crore in expenses through innovative packaging upgrades and the elimination of plastics since mid-2023.
- Moderated the IT expenses up-to 40% by optimizing the resources and subscriptions 2022-23
- Major contribution to push projects to retail segment along with their marketing creatives and representation to end users to generate direct revenues other than ARPU models.
- Successfully retained talent for average three years, fostering a positive and engaging work environment that promotes growth and development.

**2015, Sept. – 2018, July: Senior Industrial Designer II, R&D Department, LedLenser Corporation Limited, 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.. I have designed and contributed on some products listed on the brand website.

**Role and contribution:**

- Effectively translate end-user needs into industrial design while adhering to manufacturing parameters for easy assembly and development processes.
- Manage the conceptualization of new product innovations, product variations (SKUs), and enhancements to existing products and accessories.
- Analyze and lead the engineering team in delivering effective solutions, improving processes, products, and their supporting accessories, while experimenting with new materials and finishes.
- Provide CAD design and documentation support using advanced SolidWorks, Rhino 3D, Adobe Illustrator, and other relevant software based on project requirements.
- Oversee and assist with color, material, and finish (CMF) decisions, product graphics, and occasionally packaging design for marketing initiatives.
- Develop mock-ups utilizing various 3D printing technologies and coordinate outsourcing for prototype production based on product specifications.
- Identify patentable design features and collaborate with the engineering team to explore opportunities for new patents and intellectual property for the company.
- Supervise and review all design-related components, including color, cosmetics, and finishes, while engaging with sourcing teams and attending trade fairs to identify new suppliers and stay updated on design trends across various industries.

**Reporting:** R&D Manager (China), Chief Marketing (Germany)

**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:**

- Led industrial design practices for the new Air Conditioner (AC) portfolio and other home appliances, including coolers, ceiling fans, TVs, and remote consoles.
- Proposed new designs and enhanced existing ones through facelifts.
- Ensured meticulous product detailing throughout the development process, collaborating closely with the R&D headquarters and external suppliers.
- Conducted market and trend research for new product designs, including product mapping.
- Attended exhibitions, trade shows, and design conferences globally to stay informed about developments in the home AC industry.
- Analyze user scenarios to understand product usage patterns, recommending improvements in technology, interface, and GUI.
- Conceptualized innovative ideas using advanced 2D and 3D CAD applications, including SolidWorks modelling, Rhino surfacing, and KeyShot renderings with post-production.
- Managed mock-up development with external suppliers while ensuring product confidentiality.

**Team structure:** IC

**Reporting:** VP Sourcing and development.

**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

- Engaged in Intellectual Property (IP) projects, focusing on interaction and industrial design for FMCG, consumer appliances, and electronics.
- Conducted CMF research for a leading EU automotive brand.
- Actively participated in the design projects for Executive Briefing Centres at various stages.
- Developed packaging designs for multiple FMCG clients.
- Contributed to design ideation, conceptualization, and visualization in both 2D and 3D.
- Conducted design research, cool hunting, and trend analysis for a leading EU automotive brand.

**Team structure:** IC

**Reporting:** Chief Designer – Products and Packaging Design

**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 gradually emerged as manufacturing company that provide design services to its clients along with quali

**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 furniture 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 primarily EU fairs. Booth design and modular furniture props are additional responsibilities on this role.

**Team structure:** 1 ID designer, 1 Graphic Designer

**Reporting:** Managing Director

**2009, Apr. - 2009, Sept., Product Designer, Jaipur Ceramics Pvt. Ltd., Jaipur, Rajasthan, INDIA**

**(fixed term project 6 months additional to internship for special projects on clients request)**

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:**

- 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.

**INFORMATICS SKILLS**

Operating System: Mac (Advanced) and Windows

Software: Solidworks, Autodesk Fusion 360, Keyshot (Advance), Rhinoceros v.4 &v.5 (Advance), Adobe In-design, Adobe illustrator, Adobe Photoshop, MS Office / iWork, 3D printer Ultimaker with Cura / .Gcode, Formlab 2.

**RECOGNITIONS**

1. Industry engagement and portfolio engagement workshops with various Design institutes like MIT.
2. Nominated member of PSRG committee for Ministry of Electronics and IT (**MeitY**) to help develop Special Manpower Development Programme (SMDP) for M.Tech, M.Des, Executive programme in Electronics Product Design for IISc (Bengaluru) and IIT (Guwahati). 2022-2026
3. Jury member for IITG, Masters in Design Programme. 2022.
4. Jury Member for Bachelors and Masters in Design (UIUX, Graphic and Branding Design) for Ecole Intuit Lab Mumbai, 2021-2022, 2022-2023.
5. Jury Member for Fashion and Lifestyle Design, B. Design, NIFT Delhi. 2017

**ACHIEVEMENTS AND AWARDS**

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

**INTERESTS**

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

PORTFOLIO: [http://mohitarora.in/ma\\_portfolio\\_2024e.pdf](http://mohitarora.in/ma_portfolio_2024e.pdf)

Please request for password.