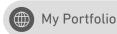
MOHIT ARORA

Lead Industrial Designer



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As the Head of Industrial Design at in my current organization, I blend innovation with user experience to create intuitive, game-changing telecom products. From WiFi routers and set-top boxes to fintech solutions, mobile phones, and IoT devices, my work shapes the digital lives of millions across India. By aligning design with market trends and business strategy, I craft seamless interactions that drive engagement and growth. Passionate about pushing boundaries, I strive to set new industry benchmarks and redefine the future of technology adoption.

Work Experience

Jio Platforms Limited [JPL], a 5G Telecom subsidiary of Reliance Industries

General Manager - Industrial Design

NOV 2022 - Present

Team structure: 9 Industrial Designers, 3 Packaging Designers. **Reporting:** VP UI/UX and BU Head.

- Establish and align design guidelines with internal and external stakeholders for next-generation Telecom (Fixed-line and Mobility), New Energy, Green Energy, and IoT devices.
- Evaluate product and packaging risks to ensure quality, sustainability, and user safety.
- Implement sustainable design strategies by reducing carbon footprints, eliminating single-use plastics, and incorporating biodegradable packaging materials.
- Collaborate with design verticals, SCM, Finance, and Marketing teams to ensure a unified vision and effective communication of physical hardware aspects to end users.
- Lead internal and external design teams to drive innovation while ensuring seamless production execution.
- Define strategic roadmaps for each product vertical, enhancing brand identity through Industrial and Experience Design.
- Work closely with Engineering teams to develop integrated, interconnected product solutions.
- Conduct consumer research and competitive benchmarking to gain user-centric insights.
- Drive projects with actionable roadmaps and set new performance benchmarks for the team.

Deputy General Manager - Industrial Design

2021, Apr – 2022, Nov

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

Reporting: BU Head.

- Lead and manage the UI/UX team, including Industrial Design and Packaging, ensuring cohesive design execution.
- Spearhead the development of innovative conceptual products, both digital and physical, for leadership evaluation.
- Establish and refine design guidelines to create a strategic roadmap for Fixed and Mobility product categories.
- Conduct market and industry analysis to develop strategies for user base expansion.
- Identify and address gaps in the user experience of existing products and services to enhance brand value and user satisfaction.

Senior Manager - Industrial Design

2018, Aug – 2021, March

Team structure: 2 ID designers, 1 Packaging Designers

Reporting: GM – UI/UX.

- Standardize and streamline the design language across the product portfolio while driving strategic expansion.
- Integrate end-user insights into the business model through an industrial design approach.
- Lead the conceptualization of new products, SKUs, product enhancements, and the design of accessories, branding, and packaging.
- Guide the design team in aligning with business objectives, optimizing processes, and exploring innovative materials and finishes.
- Supervise packaging design execution, promoting sustainable and eco-friendly solutions within industrial design initiatives.

LedLenser Corporation Limited, Guangdong, China

2015, Sept – 2018, July

Senior Industrial Designer II, R&D Department

Team structure: 2 ID designers, 1 Packaging Designers **Reporting**: R&D Manager (China), Chief Marketing (Germany)

- Translate end-user requirements into industrial designs that align with manufacturing constraints, ensuring seamless assembly and efficient development processes.
- Lead the ideation and development of new product innovations, variations (SKUs), and improvements to existing products and accessories.
- Guide the engineering team in delivering effective solutions, optimizing processes, enhancing products, and experimenting with new materials and finishes.
- Provide CAD design and documentation support using SolidWorks, Rhino 3D, Adobe Illustrator, and other relevant software based on project needs.
- Oversee and contribute to color, material, and finish (CMF) decisions, product graphics, and occasional packaging design to support marketing efforts.

Videocon Industries Limited, Gurgaon, INDIA

2014, Aug - 2015, Sept

Deputy Manager - Industrial Design

Team structure: IC

Reporting: VP Sourcing and development.

- Led industrial design initiatives for a new Air Conditioner (AC) portfolio and other home appliances, including coolers, ceiling fans, TVs, and remote consoles.
- Developed new designs and enhanced existing ones through strategic facelifts.
- Ensured precise product detailing throughout development, collaborating closely with R&D headquarters and external suppliers.
- Conducted market and trend research, including product mapping, to inform new product designs.
- · Attended global exhibitions, trade shows, and design conferences to stay updated on
- advancements in the home AC industry.

Innovation Labs, Tata Elxsi Limited, Bangalore, INDIA

2012, Feb - 2014, Aug

Designer - Products & Packaging

Team structure: IC

Reporting: Chief Designer – Products and Packaging Design

- Contributed to Intellectual Property (IP) projects, specializing in interaction and industrial design for FMCG, consumer appliances, and electronics.
- Conducted CMF research for a leading European automotive brand.
- Played an active role in design projects for Executive Briefing Centres across various stages

KSP Engineering Company, Noida, INDIA

2009, Oct - 2010, Sept

Product Design Manager

Team structure: 1 ID designer, 1 Graphic Designer

Reporting: Managing Director

- Led the Design Department as a Product Design Manager, providing technical support in Design for Manufacturing (DFM) and Design for Assembly (DFA), along with aesthetic guidance.
- Spearheaded new product proposals, designs, trend research, packaging, and development executions.
- Developed and launched an entire new product range for outdoor pet products and lawn furniture accessories, contributing significantly to production setup and material innovation.
- Coordinated with vendors and buyers to ensure high-quality outcomes for sheet metal and casting products.
- Represented the company at major international trade fairs, primarily in the EU, while also
- overseeing trade exhibition booth design and modular furniture props as part of the role.

Jaipur Ceramics Pvt. Ltd.

2009, Apr - 2009, Sept

Product Designer (6 month Internship and 6 month professsional experience)

Reporting: Managing Director

- Conducted research and development for new product proposals, designs, and innovations in tableware and lifestyle décor.
- Analyzed market trends to develop new forms, colors, and graphics aligned with industry demands.
- Collaborated with the marketing and sales teams to incorporate client requirements into product development.

Tech. Skills & Softwares

Operating System:

Mac (Advanced) and Windows

Software:

- 3D CAD: Solidworks, Autodesk Fusion 360, Rhino 8 (Advance).
- Visualization: Keyshot (Advance), VRay, BunkSpeed.
- 2D CAD: Adobe Indesign, Adobe illustrator, Adobe Photoshop, Corel Draw
- 3D printer Bambulabs, Ultimaker with Cura / .Gcode.
- MS Office, and iWorks for presentation and data analysis.
- Figma for UIUX and Collaboration.

Academic Credentials

Istituto Marangoni, Milano, ITALY

[2010 - 2011]

Masters - Design Directions (CGPA 8.8)

Focusing Product design, Design Strategy, Industry Analysis and Art direction Class A

National Institute of Fashion Technology (NIFT), New Delhi, INDIA

[2005 - 2009]

Bachelors of Design - Accessory Design (CGPA 7.8)
Focusing Products design, Graphic Design, Packaging Design, Material Studies and Technical Studies.

Multilingual Competence

- English excellent (native)
- Hindi (Indian) excellent (native)
- Chinese Basic.
- Italian Basic A1/A2

Accomplishments & Recognitions

- Conducted industry engagement and portfolio workshops with various design institutes, including MIT, NIFT
- Appointed as a nominated member of the PSRG committee for the Ministry of Electronics and IT (MeitY), Govt. of India to contribute to the Special Manpower Development Programme (SMDP) for M.Tech, M.Des, and Executive programs in Electronics Product Design at IISc Bengaluru and IIT Guwahati (2022-2026)
- Served as a jury member for the IIT Guwahati Master's in Design program (2022).
- Jury member for Bachelor's and Master's in Design (UI/UX, Graphic, and Branding Design) at Ecole Intuit Lab, Mumbai (2021–2023).
- Jury member for Fashion and Lifestyle Design, B. Design, at NIFT Delhi (2017).

Patents & Awards

- Patent Granted: Multipurpose Geometric Instrument, filed in February 2016 (Application No. 201641005297). Co-inventor: Neelarnab Dutta, during tenure as a Product Designer at Tata Elxsi Limited.
- Global Patent: Utility patent for a bike mount design that securely holds a flashlight without additional tools (Ref. CN 2017012000827290).
- D&AD Student Award (2011) Winner in the Product Design category.
- SIA Stainless Innovation Awards (2010) Nominated for an outdoor urban accessory design.
- EDIDA Elle Décor International Design Award (2009) Recognized for ceramic collections in tableware, JCPL, India.







Achievements

- Product Deployment & User Impact Contributed to the successful launch of Hybrid STB (6M users in 2023), IPSTB (2.5M projected users for 2024-25), Jio Phone Value (30M users since 2019-20), and JioBharat Phone series (20M+ users in 2023-24).
- Design & User Experience Enhanced the experience of 45M users through the designed WiFi 5 Fiber Router Gateway (2022), improving network bandwidth and installation efficiency. Led the development of Air Fiber technology products with ongoing deployments since mid-2023.
- Cost Optimization & Sustainability Achieved ~\$2.5M in cost savings by optimizing packaging and eliminating plastic (mid-2023) and reduced IT expenses by up to 40% through resource and subscription optimization (2022-23). \$5M Estimated saving till Mid-2025.
- Retail & Revenue Growth Drove expansion into the retail segment, contributing to marketing creatives and 2X direct revenue generation beyond ARPU models.
- 100% Talent Retention & Work Culture Maintained an average talent retention of three years byfostering a positive and growth-oriented work environment.

