Mohit Arora | Industrial Designer

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Portfolio: www.mohitarora.in/pro\_des\_portfolio\_web.pdf

ACADEMIC CREDENTIALS

2010 – 2011, Istituto Marangoni, Milano, ITALY

Master of Arts - Design Directions

2005- 2009, National Institute of Fashion Technology (NIFT), New Delhi, INDIA

Bachelor of Design - Fashion & Lifestyle Accessories

LINGUISTICS ACQUAINTANCE

English - excellent

Italian - beginner

Hindi (Indian) - excellent

WORK EXPERIENCE

2012, Feb. - 2014, Aug., Designer, 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:

- Works for Intellectual Property (IP) projects, Interaction and Industrial design (FMCG, Consumer appliances and electronics).

- Design ideation / conceptualization and visualization (2D and 3D).

- Design research, cool hunting (for Leading EU Automotive brand) and trend analysis.

- CMF project for Leading EU Automotive brand.

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

KSP Engineering Co. is a manufacturer and exporter of all types of 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:

- 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.

- Participation and representation of the company in important international fairs.

Reason for leaving: Higher studies

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

Jaipur Ceramics is one of the leading manufacturer 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 tonnes 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.

2008 – Internship Product designer, MAGPPIE International Ltd., INDIA

2007 – Student Researcher, Future Urban group - Nokia - Human Behavioral Research, Mumbai, INDIA

2007 – till date, Freelance product design, visual design and design engineering consultant with few exporters and manufacturers of home décor, lifestyle products and consumer goods. Most of the projects are purely confidential and NDA signed.

INFORMATICS ACQUAINTANCE

Operating System – Mac (Advanced) and Windows

Software: Adobe In design, Adobe illustrator, Adobe Photoshop, MS Office / iWork, 3D max (Advance) + V-ray

(Super specialty), Sketchup pro + Vray, Rhinoceros v.4 &v.5 (Advance), Keyshot (Advance), Solidworks.

ACHIEVEMENTS AND AWARDS

D&AD - Student Award 2011 - Designed a life saving product for High-risk motorways, MICHELIN.

SIA Stainless innovation awards, Nomination, 2010 - Designed an outdoor urban accessory.

EDIDA - Elle Décor International Design Awards, Student of the year (2009) - Ceramic collections, Tableware,

JCPL Pvt. Ltd., India.

INTERESTS

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