

VAIBHAV DOI

INDUSTRIAL DESIGNER

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About me

As a seasoned furniture designer with over five years of industry experience, I am passionate about innovation and excellence in furniture design and manufacturing. With a proven track record in product development, material research, and category creation, I bring advanced skills, comprehensive training, and hands-on expertise to my work. I am eager to contribute to a dynamic team of professionals and drive the creation of groundbreaking products that redefine design and functionality.

Education

2012-13	10 Grade (CBSE) with CGPA 9.8
2014-15	12 Grade (CBSE) with 83.4 %
2015-19	National Institute of Design (Graduated Degree) Industrial Design Department

Achievements

- Selected as a finalist in the Taiwan International Student Design Competition 2019, ranking in the top 150 globally in the Product Design category.
- Amber award recognition by Homelane for outstanding work

Experience

Senior Designer - Asian Paints

July 22 - Present

Comprehensive Furniture Design Expertise: In-depth knowledge of furniture design, materials, industrial manufacturing processes, and category creation.

Product Process and Material Innovation: Skilled in developing new product processes and exploring innovative materials to enhance functionality and aesthetic appeal.

Advanced Hardware Knowledge: Extensive understanding of hardware components, fittings, and their applications in high-quality furniture design.

Effective Communication and Presentation: Strong ability to articulate ideas and collaborate with cross-functional teams.

Data Analysis and Excel Proficiency: Proficient in managing and analysing large datasets, with expertise in complex formulas to streamline data handling.

Material Costing and Product Pricing: Experienced in optimising budgets through precise material costing and product pricing strategies.

Exceptional Time Management and Project Leadership: Proven ability to lead multiple large-scale projects simultaneously, reliably meeting tight deadlines and driving results.

Experience

Visiting Faculty - UID

September 2024

Conducted a **one-week intensive** visiting faculty program for Postgraduate students, focusing on immersive design thinking and creative processes.

Spearheaded interactive workshops that led students through real-world scenarios, enhancing their problem-solving abilities and refining their design aesthetics.

Organised and curated a design exhibition showcasing student projects developed during the program, giving participants hands-on experience in presenting and communicating their design concepts to a live audience.

Inspired students by introducing **industry-relevant trends** and case studies, fostering a forward-thinking and innovative mindset.

Senior Designer - HomeLane

April 22 - July 22

Associate Designer - HomeLane

Oct 20 - April 22

Design and Development: Create new products and enhance existing ones in line with design briefs for specific product lines.

User, Trends, and Market Analysis: Conduct market research and trend analysis to identify user needs, refining marketing briefs to align with defined product lines.

Concept Generation: Develop design concepts with detailed color, material, and finish specifications, ensuring alignment with target budgets.

Prototyping and Stakeholder Approval: Lead prototype creation and secure final approval from multiple stakeholders.

Training and Documentation: Develop training materials, including documents and videos, to equip front-end teams with essential product knowledge.

Industrial Design Input: Provide design insights for modifications and improvements to enhance existing products.

Product Enhancement and Gap Analysis: Identify required enhancements based on market needs and product gap analysis.

Industrial Designer - Cotton & Bark

Oct 2019 - April 2020

Product Range Design and Development: Designed and developed multiple home product ranges, delivering innovative solutions aligned with client needs.

New Product Line Development: Spearheaded the creation of new product lines, translating client requirements into compelling, market-ready designs.

Client Collaboration: Engaged directly with clients to understand their needs, crafting bespoke designs to meet and exceed expectations.

3D Modelling and Manufacturing Coordination: Developed 3D models and detailed manufacturing drawings, working closely with the manufacturing head for precision and quality.

Team Leadership and Training: Led a team of 3D modelling professionals, providing foundational training in design principles and ergonomics to ensure accurate product proportions and improved design understanding.

Experience

Industrial Design Intern - Pepperfry (Mumbai)

Jan 2019 - May 2019

Product Line Development: Led the creation of two new solid wood sofa ranges, identifying gaps in the company portfolio and strategically expanding product offerings.

Market and Portfolio Analysis: Conducted in-depth analysis of the solid wood sofa category to understand industry trends and customer preferences, informing design decisions.

Factory Coordination: Collaborated closely with factory teams, gaining a comprehensive understanding of manufacturing processes and aligning design with production capabilities.

Hands-On Process Knowledge: Acquired practical insights into the furniture manufacturing workflow, from material selection to assembly, ensuring design feasibility.

Cross-Functional Collaboration: Worked alongside design, production, and quality teams to ensure consistency in design vision and production standards.

Product Category Expertise: Developed specialized knowledge in the solid wood furniture category, refining skills in product development and market-oriented design innovation.

DDB MUDRA - Intern

2017 Summer

Collaborated with the creative team at DDB Mudra in Mumbai under the mentorship of Mr. Godwin D'Mello, Creative Head, to expand my expertise in visual communication.

Strengths & Skills

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Software Skills

3-D

Fusion 360 ●●●●○

Auto CAD ●●●○○

Sketch Up ●●●○○

Keyshot ●●●●○

Adobe

Illustrator ●●●●○

XD ●●●●○

Photoshop ●●●○○

InDesign ●●●●○