

GAURI ARORA

PRODUCT DESIGN
GRAPHIC DESIGN
SERVICE DESIGN
CREATIVE DIRECTION

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LANGUAGES

English • Fluent
Hindi • Fluent
Punjabi • Native
Spanish • A1

EDUCATION

Master in Design Management
IED | Barcelona
Jan 2024 - Dec 2024

Bachelors in Product Design
MIT Institute of Design | India
Jul 2011 - Apr 2016

SKILL SETS & TOOLS

Adobe Photoshop	Figma
Adobe Indesign	Keyshot
Adobe Illustrator	Solidworks
Art Installations	Procreate
Physical Prototyping	Design Thinking
User Research	Storytelling

PERSONAL TRAITS & INTERESTS

Empathetic	Spontaneous
Flexible	Adapting
Dedicated	Easygoing
Teammaker	Adventurous
Enthusiastic	Quick Learner

About Me

As the mind behind bold concepts, I'm passionate about infusing experiences into people's lives through meaningful, sustainable design. With a strong background in industrial design and strategy, I am great at transforming ideas into compelling narratives. I like crafting solutions that resonate across digital and physical realms, always aiming to balance beauty with function to make sure the result not only looks great but also works seamlessly.

EXPERIENCE

Head of Product and Design Strategy 2023 - Present
Biopack Solutions | London, UK
Oversee the product design and strategy for a sustainable packaging firm. Partnered with cross-disciplinary teams to innovate eco-friendly solutions that aligned with market needs and sustainability goals.

Director 2021 - Present
Promere Exporters Pvt. Ltd. | MP, India
Lead the team and manage operational direction of a warehousing firm, implementing creative and technical solutions to enhance workflow. Focused on integrating digital processes and optimizing client satisfaction while expanding the company's operational identity.

Freelance Creative Consultant 2018 - 2022
Design and Branding | India
Provided creative direction and design services to startups and established brands, delivering tailored solutions across branding, product design, and event management.

- Social Powder, Indore** : Led a complete brand redesign, from visual identity to digital presence, elevating the brand's market positioning, designed materials for digital marketing.
- LLW AJIOLUXE , Mumbai** : Designed and executed the creative strategy for luxury fashion events, enhancing brand perception and visibility.
- Book Design, Raipur**: Designed a biography book layout with cover and curated the creatives for the launch event

Product Designer & Social Media Manager 2018 - 2019
Ginni Wadhwa | Pune, India
Designed product collections for a high-end fashion brand, redesigned the store interiors, managing its digital presence to foster greater brand awareness and customer engagement.

Senior Industrial Designer 2017 - 2018
Studio Fifi | Pune, India
Led multidisciplinary projects in furniture design, 3D modeling, and art installations. Delivered bespoke designs that catered to client needs, blending artistic vision with practical execution.

Product Designer 2015 - 2016
Papercats | Bangalore, India & Muscat, Oman
Contributed to product, packaging, and space design projects, enhancing the user experience across diverse cultural contexts.