

ABHIJEET YELVE

INDUSTRIAL DESIGNER

PROFESSIONAL SUMMARY

Creative and detail-oriented Senior Industrial Designer with 8+ years of experience in designing consumer electronics, home appliances, lighting, and lifestyle products from concept to production. Experienced in user-centered design, Trend research, form development, CAD modeling, Prototyping, CMF exploration, and Engineering collaboration. Proven track record of delivering innovative, manufacturable products that balance aesthetics, usability, technical feasibility, and business objectives. Passionate about creating meaningful product experiences through design thinking and cross-functional collaboration.

WORK HISTORY

Sr. Industrial Designer (Studio Bajaj)

Bajaj Electricals Limited | Navi Mumbai | September 2022 - Current

- Lead the industrial design of consumer electronics and home appliance products from concept to production.
- Designed mixer grinders, air coolers, ceiling fans, consumer lighting, and solar lighting solutions.
- Conduct user research, trend analysis, and opportunity mapping to develop future-ready product concepts strategies.
- Collaborate closely with engineering, sourcing, tooling, and manufacturing teams to ensure production feasibility.
- Develop concept sketches, CAD models, high-quality renderings, and functional prototypes.
- Drive design reviews with stakeholders and present innovative solutions aligned with business goals.
- Mentor junior designers and contribute to design process improvements within Studio Bajaj.
- **Key Achievement**
Recipient of **Bajaj Pride Award 2025** for contribution to Solar Street Light product development.

Assistant Manager (CXD)

Havells India Limited | September 2021 - September 2022

- Designed consumer lighting products and home appliances using user-centered design methodologies.
- Developed concepts from initial ideation through production-ready design.
- Conducted engineering feasibility studies and collaborated with R&D teams to optimize manufacturability.
- Integrated market insights and consumer feedback into product development.
- Worked closely with cross-functional teams to deliver commercially successful products.

CONTACT

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Navi Mumbai 400709

SKILLS

CORE EXPERTISE

Design Strategy
Design Research
User-Centered Design
Concept Development
CMF Development
Product Visualization
Rapid Prototyping
Engineering Feasibility
Manufacturing Collaboration
Cross-functional Leadership
AI-assisted Design Workflow

SOFTWARE

Rhino 3D
Blender
KeyShot
Adobe Photoshop
Adobe Illustrator
Vizcom AI

Assistant Manager (Studio Imagine)

Blue Star Limited | June 2019 - August 2021

- Designed Split air conditions, Water coolers, Air coolers, and commercial cooling solutions.
- Managed complete product development lifecycle from research and ideation to production support.
- Conducted trend analysis, competitive benchmarking, and consumer research.
- Collaborated with external design consultancies and engineering teams to deliver innovative product solutions.
- Developed presentation models, CAD surfaces, and production-ready concepts.
- **Key Achievement**
Awarded **Blue Star STAR Award 2020** for the **India Design Mark**-winning Scroll Chiller concept.

Product Design Intern (Fastrack)

Titan Company Limited | January 2019 - April 2019

- Designed contemporary wristwatch concepts for the Fastrack brand.
- Conducted market research and user studies to identify design opportunities.
- Created concept sketches, prototypes, and presentation models.
- Worked with cross-functional teams to evaluate design feasibility.

Research Intern

IDC IIT Bombay | June 2018 - August 2018

- Contributed to research-driven product design projects focused on social innovation.
- Developed user-centered design solutions addressing accessibility and hygiene challenges.
- Assisted in user research, data analysis, and prototype development.

HOBBIES AND INTERESTS

- Painting/Sketching
- Street Photography
- Crafting/Sculpting
- Playing Badminton

WEBSITES, PORTFOLIOS, PROFILES

- www.abhijeetyelve.com
- https://www.behance.net/abhijeet_yelve
- <https://www.linkedin.com/in/abhijeet-yelve-60923710b/>



EDUCATION

M.Des

Product Design
MIT Institute of Design, Pune
January 2019

Bachelor of Engineering

Polymer & Plastic
MIT, Pune
January 2016

Diploma

Polymer & Plastic
Dr. BATU, Lonere
January 2011

LANGUAGES

English:



Hindi:



Marathi:

