

Hey! I am JAYNEEL SHAH

a Industrial Designer & Strategist *

Contact: +91 94084 86898
Email : joyofdesign.in@gmail.com
LinkedIn : www.linkedin.com/in/jayneel-shah
Portfolio Website : www.joyofdesign.in

**having conceptualized
designed, innovated and
shipped multiple products
ranging from consumer
appliances, connected
devices, smart wearables,
digital safety and more.*

*An avid motorcyclist
tourer, passionate plant
parent, strategy buff,
and sci-fi geek.*

EXPERIENCE

07 / 2024 - Present

Manager, Design Strategy | OPPO India
Product Insights, India Phone Business.
Leading overall regional design strategy, research and trend insights for multi touchpoint, multi-platform design integration with HQ Design Centre.

09 / 2021 - 07 / 2024

Analyst Industrial Designer | Whirlpool Corp.
Industrial Designer in Global Kitchen & Laundry Design team.
Lead category designer for single door and large format refrigerators for South Asia. Former lead category designer for front-load washers in India.

01 / 2020 - 08 / 2021

Design Team Lead | Quintessential Design
Led industrial and digital designers on in-house and technology integration projects in safety and mobility sector for clients like ABUS, Fly Racing, etc.

06 / 2018 - 12 / 2019

Industrial Designer | Ducere Technologies
Co-designed in-house products and technology integration projects in health, IoT and wearable tech sector for clients like Samsung, AARP, Emirates, etc.

02 / 2017 - 08 / 2017

Industrial Design Intern | Whirlpool Corp.
Graduation project with India Design studio. Final design was registered and showcased at Whirlpool HQ. Nominated to iF Design Awards.

06 / 2016 - 07 / 2016

Industrial Design Intern | Royal Enfield Motorcycles
Summer internship with Gears & Accessories studio. Co-designed new merchandise, motorcycle accessories and helmet design series.

ACCOLADES

India Design Mark | 2023

Co-presented by Good Design Japan
for “Whirlpool Xpert Care Washer”.

Shanta & N. Keshavan Award | 2018

Best project in industrial design for
“Whirlpool Eddie - compact washer”

EDUCATION

2013 - 2018

B. Design, Industrial Design
National Institute of Design
Ahmedabad, India

2016

Student Exchange Programme
University of Moratuwa
Sri Lanka

LANGUAGES

Gujarati (Native) English (Fluent)
Hindi (Fluent) Marathi (Novice)

SKILLS

Design Research - Consumer Insight
Trend Analysis - Service Experience
Design Thinking - Creative Solving
Adobe Suite - 3D CAD - Rendering