

ADIL AHMED

CMF Designer

Nationality : Indian
 Date of Birth: 21 Nov 1981
 Marital status: Married
 Languages Known: English, Hindi, Mandarin
 Experience: 17 + years

 [adildesign@gmail.com](mailto:adil@adildesign@gmail.com)

 +91 7676301863

 +86 18607528556

 Bangalore, India

 www.adilahmed.com



Summary

- 17+ years of experience in Product design and development
- Experience working with popular global brands
- Experience of leading teams
- Experience in developing brand strategy and positioning
- Full professional proficiency in English and working proficiency in Chinese



04.2006 **Indian Institute of Technology, Kanpur (IIT)**
 IIT Kanpur, India
Masters in Design

04.2002 **VTU, Belgaum**
 Belgaum, India
Bachelor in Mechanical Engineering (B.E. Mech)



09. 2020 **Upmarkt (upmarkt.in)** India
 Present
[A Modern Furniture brand based in India]

Brand Director

Role:

- Conceived and developed the brand from start
- Directed brand's entire lifecycle: ideation, design, production, marketing.
- Built partnerships, suppliers, ensured quality.
- Drove sales through e-commerce collaborations.
- Developed unique brand identity, website, visuals.
- Executed marketing strategy: online, offline.



09. 2016 **Cleer (Brand owned by Shenzhen Guanxu Electronics)** Shenzhen,
 08. 2020 Guangdong, China
4 years
[Shenzhen Guanxu Electronics is an OEM for JBL, Harman Kardon, Astro, Pioneer, IAM+, Revols, Skull Candy, Nura headphones etc.]

Principal Industrial Designer

Role:

- Led design team: from concept to manufacturing
- Develop the brand, active role in brand positioning and strategy
- Integrate user-centered research and trends into creative solutions
- Use tools like WGSN for trend analysis
- CMF exploration from brand perspective
- Translate design concepts into tangible prototypes and production-ready designs
- Participate in Design competitions like Good Design Award, Red dot, CES etc.
- Cross-functional collaboration : engineering, manufacturing and marketing teams
- Understanding of industry trends, visit IFA and CES trade fairs among many
- Mentored team, recruited, nurtured creative talent



04. 2013
09. 2016
3.5 years

Tymphany (A division of PRIMAX) Huizhou, Guangdong, China

[OEM for Beats by Dr.Dre, B&O, B&W, Bose, Klipsch, Dolby, Sony, Monitor Audio, Denon, Tannoy etc.] High end Audio systems and transducer design and manufacturing company based in United States, Hong Kong and China. Tymphany is an OEM to popular brands serving the US and European markets and Asia pacific

Sr. Industrial designer

Role:

- Worked on projects for Apple, B&O, B&W and other brands
- Collaboration with overseas teams, ensuring alignment on design goals
- Managed projects: concept to manufacturing..
- Expert in CMF exploration, proposals, implementation
- Create mockups, functional prototypes for design verification
- Working on ground with suppliers and quality teams for effective production
- Collaborated cross-functionally
- Recruited, managed and trained team members



04. 2012
03. 2013
1 year

Tunbow Shenzhen, China

[OEM for Morphy Richards, Philips and other European Brands]

Industrial designer

Role:

- Product Benchmarking and Market research
- Material and process benchmarking, validation
- Concept design and renderings
- Mock up and validation



04. 2006
03. 2012
6 years

Videocon Industries Limited Shenzhen, China

[OEM for Philips, Nordmende, Sansui, Keymat, Kenstar, Kelvinator, Electrolux India] Consumer electronics and Appliances, design and manufacturing multinational company based in India.

Industrial designer

Role:

- Product Benchmarking and Market trends survey
- Develop initial concepts, modeling, 2D and 3D renderings
- DFM, Coordinate with Engineers and suppliers , India team
- Supplier audit and selection
- Visiting International exhibitions and Fairs