Manali Naik
Product Designer

- Mumbai, India
- naik7manali@gmail.com
- 9372107194 / 9757401388
- Bē Behance
- LinkedIn
- Portfolio Website

HARD SKILLS

- Autodesk VRED
- Adobe Photoshop CC
- Adobe Indesign
- Adobe Illustrator
- Adobe Premiere Pro
- Rhino 3D
- Microsoft Office
- Sketchbook
- Autocad Fusion 360
- Keyshot
- Da Vinci
- Canva
- Figma
- Blender 3D
- Audacity
- Miro
- 3D Printing
- AR/VR

ABOUT ME

I am Manali Naik, an automotive-enthusiastic and forward-thinking product designer with a strong foundation in form ideation, trend-based design, and aesthetic storytelling. With hands-on experience in automotive styling, sketch development, and visualization, I bring both creative intuition and technical precision to every project. I thrive on design exploration, cross-disciplinary collaboration, and solving real-world challenges through user-focused and visually compelling solutions. My passion for music, travel, and the arts continues to enrich my creative instincts, allowing me to craft emotionally resonant and market-relevant design experiences

PROFESSIONAL EXPERIENCE

CEAT Ltd
Assistant Manager- Styling Design
Feb 2023 – Present | Vadodara, Gujarat, India

- Led **styling ideation and conceptual sketch development** for PCR, 2W, and TBR tire categories, aligning design language with vehicle aesthetics and brand expectations.
- Conducted **trend analysis and competitive benchmarking** to inform form direction and design detailing across Indian and international markets.
- Created **rapid ideation sketches, theme boards, and digital renderings** to present design intent and storytelling to internal teams and OEM partners.
- Worked collaboratively with engineers and 3D modelers to **translate sketches into manufacturable surfaces**, ensuring both visual and technical feasibility.
- Delivered high-quality presentations through **VRED visualizations, 3D mockups, and immersive VR**—effectively communicating design proposals to key stakeholders.

Mahindra & Mahindra Ltd
Product Design Intern
Jan 2022 – Apr 2022 | Mumbai, India

- Spearheaded a comprehensive research initiative for Mahindra's Farm Mechanization Portfolio, conducting over 20 insightful interviews and synthesizing more than 500 pivotal data points.
- Successfully presented four concepts that are poised for immediate **commercialization** and are designed with exceptional cost-effectiveness in mind, ensuring they meet the strategic and **user-centric goals** of the Indian market.
- By understanding in totality the brand & design vision, product concept, target customer, program scope, vehicle architecture, USPs, and **technical & commercial** parameters of the project, we have created solutions that cut projected costs by 80% by tackling the root cause.

Gandhi & Neru
Graphic Designer
Dec 2021 – Jan 2022 | Mumbai, India

- Transformative infographics designed for veterinary hospital reports that enhance clarity and engagement.
- User-centric infographics were created to ensure a simpler understanding of the medical reports.

✋ SOFT SKILLS

- Creativity
- Persistent Problem Solver
- High Level of Accuracy
- Inquisitive Nature of Drive Improvements
- Rapid sketching and ideation
- Teamwork
- Research
- Form Language and Aesthetic styling
- Presentation
- Multitasking
- Adaptive
- Intuitive

🏢 ORGANISATIONS

Muskurate Raho NGO
Volunteer
Aug 2021 | Mumbai, India

None in Three Research Centre
Volunteering and Event Management
Jul 2018 | Mumbai, India

🌐 LANGUAGES

- English
- Marathi
- Hindi

📁 PROJECTS

Ideathon confluence 2021
Mar 2021

ISDI Prostart
Aug 2020

Design the Globe
Jul 2018

🎓 EDUCATION

Indian School of Design and Innovation Parsons
Product Design
2018 – 2022 | Mumbai, India

Ekdant Kalakshetra Academy of Music and Dance
Indian Classical Music-Vocal
2015 – 2022 | Mumbai, India

Mumbai University (IDOL)
BA Sociology
2018 – 2021 | Mumbai, India

Thakur College of Science and Commerce
HSC
2016 – 2018 | Mumbai, India

Oxford International School
SSC
2016 | Mumbai, India

📚 COURSES

Introduction to Automotive Product Design and Development
Udemy
Oct 2022 | Mumbai, India

Introduction to UI Design
Coursera
Aug 2020 | Mumbai, India

Visual Elements of User Interface Design
Coursera
Aug 2020 | Mumbai, India

Music Business Foundations
Coursera
Sep 2020 | Mumbai, India

🎸 INTERESTS

- Singing
- Badminton
- Photography
- Reading books
- Travelling
- Doodling
- Baking