

Prashant Rao

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Education

Indian Institute of Management

EXECUTIVE PROGRAM IN GENERAL MANAGEMENT

Bangalore, India

Jan 2019 – Jan 2020

National Institute of Design

MASTER OF DESIGN IN PRODUCT DESIGN

Ahmedabad, India

July 2012 – Dec 2015

Visvesvaraya technological University

BACHELOR OF ENGINEERING IN MECHANICAL ENGINEERING

Bangalore, India

2007 – 2011

Experience

Kriate (Self Employed)

CREATIVE INNOVATION STRATEGIST

- Independent Design and Innovation Consultant to startups and corporate.

Bangalore, India

Jan 2019 – Present

Finnant Design Pvt. Ltd

BOARD MEMBER (PRODUCT DESIGN AND STRATEGIES)

- Future product portfolio, Business strategy, User centered design Innovation, Product Design.

Bangalore, India

Jan 2017 – Present

Schneider Electric India

SENIOR INDUSTRIAL DESIGNER

- Brand Design Strategies, Innovation, Product Design for Schneider, Clipsal, Luminous India and APC.

Bangalore

Jul 2016 – Jan 2019

Hero Cycles Ltd.

CREATIVE HEAD, HERO INNOVATION CENTER

- Setup the Innovation center at hero, Lead a team of 7 designers, Managed future product portfolio along with marketing for next 3 years.

Ludhiana, Ghaziabad, India

July 2015 – July 2016

Skills

Design Thinking, Creative Innovation, Product Strategies, User Experience, Service Design, Brand Design:

Projects

Finnant Designs

FINNANT ADVANTAGE IS AN END TO END TECH SOLUTION FOR BARS AND PUB OWNERS, WHERE WE HAVE BUILT 2 APPLICATIONS FOR B2C AND B2B ALONG WITH IOT ENABLE SMART BEVERAGE DISPENSER.

Finnant.com

Luminous India Li smart inverters

WE DESIGNED AND BUILT LITHIUM ION, SMART WALL MOUNTED INVERTERS FOR LUMINOUS INDIA THAT ARE CONNECTED AND OPERATED VIA USER APPLICATION.

Luminousindia.com

Awards

- May 2016 **A design award**, Bronze award for innovation in bicycle design
April 2018 **A design award**, Runner-up design food and beverage category
June 2015 **Zeven**, winner for Innovative shoe design

Milan, Italy

Milan, Italy

Zeven, India