

# Apoorv Tomar

Experience Designer, Video Artist  
& Architect

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## EDUCATION

### IIT Guwahati — M. Des

*Communication & Interaction Design*  
2009 - 2011, Guwahati - India

Initiated & drove interaction design projects involving research, strategy & prototyping. Worked on new media design related experimental projects.

### VNIT Nagpur — B. Arch

2003 - 2008, Nagpur - India

Worked on architectural design projects such as - commercial parking design for Hinjewadi InfoTech Park, transforming it into a drive-in entertainment theatre at Pune.

## COMPETENCY

Interaction & User Experience Design  
Design Strategy / UX Vision  
Visual Communication  
Design Research  
Usability Testing  
Design Management & Mentoring  
Concept Pitches & Product Definition  
Interactive Spaces & Installations  
New Media Design  
Architecture & Interior Design  
Film & Video Communication

## INTERACTION

Sketch, Figma, Axure, Adobe Creative Suite,  
InVision, MS Office, Keynote

## DRAWING / 3D

3Ds Max, AutoCAD, Google SketchUp,  
Autodesk Revit

## EDITING

Final Cut Pro, Adobe Premiere Pro, iMovie,  
Soundtrack Pro

August 2020

## WORK EXPERIENCE

### Walmart Labs

Nov 2019 - present, Bangalore

*Senior Product Designer* — Part of the digital merchandising team working on an AI based recommendation model tool to automate & improve the assortment process for merchants across US.

### Moonraft Innovation Labs

Sep 2012 - Oct 2019, Bangalore

*Creative Director* — Led and drove several user-centric digital products for Moonraft's design and innovation services. Worked on local and international client-facing customer experience projects where I was responsible for driving overall UX, UI design efforts alongside business design strategy initiatives. Projects include digital experience design, service design, interactive spaces & installations, concept pitches & narratives. Mentored and guided UX, UI & new media design teams.

### KORE Wireless (Telecommunications)

Aug 2018 - Feb 2019, Atlanta GA



### RPG Group (Conglomerate)

Jan 2018 - Mar 2019, Mumbai

### Olam Int. (Agri-business)

Apr - Dec 2017, Singapore/Indonesia



### Taj Hotels (Hospitality)

May - Nov 2017, Mumbai

### Jana Financial Services (Microfinance)

Aug 2016 - Jun 2017, Bangalore

### IDFC Bank (Banking Financial Services)

Sep 2015 - Jun 2016, Mumbai

### Standard Bank (Banking)

Aug 2014 - Aug 2015, Johannesburg SA



### Aruba Networks (Computer Networking)

Mar - Jul 2014, Mumbai

### Intuit (Enterprise Software)

Nov 2013 - Feb 2014, Bangalore

### Mindtree (IT Services, IT Consulting)

Jul - Nov 2013, Bangalore

### Infosys (IT Services, IT Consulting)

Jan - Jun 2013, Bangalore

### Mahindra E2O (Automotive)

Sep 2012 - Feb 2013, Bangalore

### A Brand New Day

Mar 2012 - Aug 2012, Mumbai

*Cross-disciplinary Designer* — Worked & led a mix of projects ranging from spatial experience to branding & communication design for retail & education industry clients.

### Desire Machine Collective

Oct 2009 - Nov 2010, Guwahati

*Design Researcher* — Worked with DMC for a social inclusion start-up, Periphery for their film, art & design initiatives, & collaborated with artists, architects, technologists and designers for public art workshops, programs and design projects.

### Anagram Architects

Jul 2008 - May 2009, New Delhi

*Architect and Designer* — Worked with a young and successful team of architects on a range of client projects, involving architecture, public infrastructure planning, scenography, broadcast design, graphic design, interiors and furniture design.

### Space Combine

Jun 2007 - Nov 2007, New Delhi

*Architecture Intern* — Internship at Space Combine gave a lot of initial valuable experience and exposure in design and architecture while working with construction clients such as ELDECO, Kajaria, Gaur Housing and Patanjali Yogpeeth.

## ACCOLADES

### Typography Day 2012, Poster Competition — *Winning Entry*

Industrial Design Centre, IIT Bombay  
2012, Mumbai

### Cut.In Students' Film Festival — *Silver Award*

Centre for Critical Media Praxis,  
2011, TISS Mumbai

### Swedish Innovations - Indian Interpretations — *Winning Entry*

Sweden-India Nobel Memorial Week  
2012, New Delhi (Embassy of Sweden)

### Product Redesign Trophy — *Special Mention*

Zonal NASA Convention  
2005, MIET Gondia