

# Awanish Kumar

Designer - Lifestyle Products + Communication

Jewelry. Lifestyle Products. Fashion Accessories. Branding & Communication. Graphics. Website. Photography. Furniture. Space. Advertising & Promotions.

## Employment

### PADDYFIELD CREATIVE, Bangalore

1 Mar 10 – Nov 10

Designer - Experience + Communications

Space and Experience Design for various companies from different sectors (Real Estate, IT, Furniture, etc.)  
Communication & Branding Solutions for Theme (Silver Crest Clothing Pvt. Ltd.)

### SELF, Bangalore

1 July 09 – Jan 10

Merchandise Display for Tommy Hilfiger Flagship Store, Bangalore  
Corporate Communication Solutions for Madura Garments - Peter England, Louis Philippe, Allen Solly, etc like Posters, Catalogues, Calenders, etc.  
E-Catalogue for Pampolina's product profile ([www.hohe.com](http://www.hohe.com))  
Fountain Pen designs for Murjani Group (Tommy Hilfiger)

### IKIAN, Bangalore

1 July 08 – July 09

Designer - Furniture + Interiors, Friuli

Brand Development Market Research & Strategy. Product and Service Development. Project Management  
Event Coordination. Promotion & Sales. Collateral Material Design & Production. Stock Evaluation.

### Friuli Journey

Oversaw and managed the entire creative process for variety of clients, from concept development to execution.  
Developed the Brand Identity (including name, logo and graphics) for an upcoming brand Furnitech Inc., an entrant to the contemporary furniture market.  
Designed the Catalogues, Calenders, Packaging for Ikian, as per the current perceived Brand Value.  
Designed the artworks for advertisements, exhibitions, sale, and Displays.  
Managed a team of freelance web developers and creative vendors in the development of brands websites and showroom renovations.  
Led Marketing Campaigns, Promotional adds and editorials - editorials being featured in all leading lifestyle magazines, and Newspapers.  
Collaborated with Sales, Production, and Upper Management throughout the creative development process.  
Studying the international market for the brands and products feasible for retail in Indian Market.  
Continuously worked on the look of the showrooms and flow of items to keep the retail space afresh.  
Immense contribution in the conceptualization and planning of the Hyderabad Showroom, and complete promotional solutions in terms of Prints during the events and workshops organized during the inauguration.

## Educational Projects

### DIA - VENTE

1 November 07 – April 08

Designer - Jewelry + Communications. (Graduation Project)

Responsible for variable and diverse Jewellery Design projects. Working alone or managing teams of varying sizes and disciplines. Working along side Creative Director and Finance Project Managers to conceive and complete a range of exciting, cutting edge jewelry projects.

### DiaVente Journey

Designed different theme based collections for DiaVente's different brands : Jouel sculpt (Fine Jewelry), Diamande (Cultured Diamond Jewelry) ; and graphics for Vibrant Fashions (Fashion Jewelry).

### UNIDESIGN, Mumbai

1 June 07 – August 07

Design Internee - Jewelry.

Detailed Study and Understanding of Machine made Diamond Jewelry and Various Markets.

## Education

### National Institute of Fashion Technology, Gandhinagar

1 July 04 – May 08

Bachelor in Design, Fashion & Lifestyle Products

### Achievements

Best Academic Performer, NIFT

Best Graduation Project, NIFT

### Software Skill Set

Rhino - MS Office SUITE - AutoCAD - Illustrator  
Sketchup - In Design - Photoshop - CorelDraw  
PowerPoint – Flash basic - among others

### Languages

English & Hindi. Beginners Italian.

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