arundhati **M**itra

Lifestyle Accessory Design arundhati.m@nid.edu +91 97 377 04 300



Languages known

English, Hindi, Bengali

Academic Record

2010 - till date

2004 - 2009

Core Competencies

Academic Projects

Post Graduate Diploma in Lifestyle Accessory Design at

National Institute of Design (NID), Gandhinagar.

Bachelor of Architecture (B.Arch) from Marathawada Mitramandal's College of Architecture, Pune University, Pune.

Design Visualisation, Mind mapping, Design Research

Tylite: Lamps in Leather & paper

The visuals of slate tiled roofs in Northen India has been translated on different materials. The form's pattern is derived from an earthen pot.

Aparajita: Glass Jewellery

Inspired by the Indomitable Godess Durga, the glass pieces are designed for contemporary women and depict their confidence and independence. The jewellery pieces are subtle and and stylish, and can be worn to make a style statement at any occasion.

Ko o l h a n d s: Eco-Friendly Personal Accessory

Aimed to beat the heat and the scorching sun, the product is a glove used by people using two-wheelers for commuting. The target user are young women, but the product range could be extended to varied clientele and designs.

Bamboo Accessories: Aga Khan Foundation Project

A family of 2-3 products designed in accordance with existing brand identities, project challenge being working with craftsmen from Netrang , and building craftsmen confidance in up-class products.

Artisans' Village:FinalyearThesis

A common center bringing together artists, artisans and market, planned on an area of 30 acres, with bamboo and mud structures. This project is inspired by local residence and market patterns combined with community design concepts.

Work Experience

August 2009-March 2010

Associate Architect: Adapt Consultancy, Hyderabad.

Responsibility: Conceptual Plans for Proposed townships, Layouts to support Urban Master plans proposed by the firm, Architectural plan, presentation to client and site inspection.

Projects: Prestige layout, Site County layout, PRJ Eco park, Bawa Residence, Sample Cluster Housing, Apartment Layout.

June-October 2008

Trainee Architect : Kamal Malik Architects, Mumbai.

Responsibility: Model Making, Site line out, Presentation Drawings. **Projects:** Vedanta Cancer Hospital at Raipur, Cipla R &D center at Vikhroli,
Honda Showroom and Office in Mumbai, Five star Hotel at Jaipur, IDFC Interiors in Bandra-Kurla.

Work Experience

Free Lance

Spray painted collection of 30 Tshirts

Kalarang: Range of painted Chinhut terracotta products

4' sketch on Jute Canvas for de studio T n A

4' x 8' Feature walls (2) for Ms. Sayali Lunkad

Workshops attended

Entrepreneurship: Conducted by **Mr. Mutthu**, the workshop was baesd on innovative system ideation and strategic design planning.

Colornext: Trend forecasting workshop conducted by **CKS** and **Asian paints**

Indian Intricacy: Trend forecasting for texture and surfaces for **Samsung**

Indian Mobility: Trend research conducted by Renaults India

Visual Merchandising : Conducted by Mr. Manu Mansheet

Wood & Metal: Conducted by Mr. Parag Vyas

Achievements

2007 2006 G-Sen Trophy Spetial Mention, NASA 50th Convention. G-sen Trophy Shortlisted Entry, NASA 49th Convention.

Skills

Software

Basic 3D Max and learning Rhino

Design Presentation Concept generation, Research and Analysis, Design thinking, 3D visualization, Sketching, Rendering, Prototyping, Visual value and Aesthetics, Packaging, Photography.

Adobe CS3 [Photoshop, InDesign], CorelDraw 13, Sketch Up, AutoCAD 2D,

Reference

Mr. Amresh Panigrahi

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Ms. Shimul Mehta Vyas Lifestyle Accessory Design National Institute of Design shimul@nid.edu | +91 9824 08 7149

Mr. Maheep Singh ThapparAdapt Consultancy,
Hyderabad.