

Suparna Roy

Furniture & Interior Designer

PHONE: +91 9819468358
EMAIL: roy.nid05@gmail.com

LOCATION: 601 RUSHABH TOWER, JAKARIA BUNDER CROSS ROAD, SEWRI (W), MUMBAI- 400015

Senior Visualizer

Innovative, high energy designer leveraging a successful career in Retail Design, understanding business as well as customer needs & catering to design solutions for better customer experience thereby improving interaction between the product and the customer & increasing profitability.

HIGHLIGHTS OF ATTRIBUTES:

Research & Understanding end users	Creative Problem solving
Form & Function Integration	Innovation & Change
Vendor Coordination	Sketches
Developing new presentation techniques	Prototyping and testing of design

OBJECTIVE:

Would like to explore variety in work, where I can utilize my creativity & talent to create maximum value & well balanced work, also providing to be an asset to your firm.

QUALIFICATION:

National institute of Design, Ahmedabad

Post Graduate Diploma Program in Furniture & Interior Design: 2005-2008

Sir J.J. School of Art, Mumbai

Graduate in Interior Design: 2001-2005

Higher Secondary Education from Hinduja College, Mumbai
Schooling from St Agnes' High School, Mumbai

PROFESSIONAL EXPERIENCE:

Prologue Retail Solutions, Mumbai: Sept 2010 - Present

Designation: Senior Visualizer

Key Responsibilities:

- o Participate in client meetings, extract client brief.
- o Understanding requirements of Brands (FMCG, IT, white goods) and designing store displays, fixtures, point of purchase and various interactive touch points for organized as well as unorganized retail.
- o Scheduling work, managing the team, mobilizing resources to achieve best results.

Pantaloon Retail India Ltd: Jan 2008- Aug 2010

(Pantaloon Retail (India) Limited, is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market.)

- Bakery Design:
Bakery design for our Lifestyle vertical called CENTRAL, a high end seamless format.
- New age Big Bazaar:
Designing & Executing the new Age Big Bazaar Family Centre, first of its kind at Malleshwaram at Bangalore.
- Fixture Development:
Conceptualizing the need to develop demo areas, for sampling, mini cooking activities, thus allowing customer to try the product before he buys it.
- Identity & Design Direction:
Identifying necessary areas of design development required for better functioning of the concept, and developing the same
- Spatial Identity of New sections:
Creating spatial identity for any new concept within the store. Fixture design as per merchandise assortment & presentation of the entire section, elevating it to a level from the Local market, with organized display.
- Food Court design: (Concept Level Work)
Conceptualizing and design the food court "Chowpatty" the Indian for road side beaches. The concept was based on developing a street like look and feel in order to give it a feel of excitement and discovery.
- Developing in-store promotion concepts along with cost effective displays to boost sales.
- Addressing front end problems with durable & stable design solutions.
- Understanding merchandise and developing fixture that will suit the best.

Lancer Lasertech, Ahmedabad (Diploma Project): 2007

Worked on knock down Display systems for shelving for retail outlets/ Malls.
Constraint: Worked with stainless steel sheet metal.

Godrej, Mumbai (Internship): 2006

Developed snap fitted storage accessories for range of their range of Slimline wardrobes.

PROJECTS AT NID:

Form 1: Outdoor furniture design

Form 2: Sculptural lighting, where the form can be folded in various orientations.

Design Project 1: Folding coffee table.

Design Project 3: System Design in developing stackable & space saving furniture (slow stools & tables) for cafeteria at NID, Bangalore.

ACHIEVEMENTS:

- Featured in POP Asia magazine-June, 2011 issue for developing & implementing the entire launch strategy for the 2nd Generation i-core INTEL processors.

INTERESTS:

- Exploring form, playing with light & shadow.
- To study and design all spheres of Retail, with relevance to

- product ,spaces, display & experience (Retail Design)
- To develop lifestyle accessories and products.
- To research & design new and innovative furniture and toys for children.

SKILLS: Freehand sketching, knowledge of basic Materials & Processes
Autocad, 3D Max, Coral Draw, Adobe Indesign

LANGUAGES: English, Hindi, Bengali, Marathi