

Core Competencies	Ability to work with a variety of materials, to come up with new innovative concepts and techniques. A team player, my strengths are in trend research and analysis, product/form styling, 3D visualization of forms and spaces (any scale) and scenario building. Sensitive to sustainability issues, I lay emphasis on minimizing waste through efficient design and material re-use.
Education	PGDPD - Lifestyle Accessory Design, 2007-2009* National Institute of Design, Ahmedabad  Bachelor of Architecture, 2001-2006 School of Planning and Architecture, New Delhi
Work Experience	Architect, <i>Octane Design Solutions</i> Jan 2007 - Apr 2007  Part of a team that worked on giving a young and bold image to the brand LG. Work involved designing signages, displays, accessories, uniforms as well as interiors for an LG store in Noida  Architect, <i>EMAAR MGF</i> Aug 2006 - Dec 2006  Drawings and field work of Metropolis Mall - Gurgaon, Luxury Housing Units in Mohali, Chandigarh (Palm Streets) including conceptualization and material selection for the interiors.  Apprentice, <i>Ar. Navneet Malhotra</i> Jan 2005 - Jun 2005  Helped in the design and execution of interiors of a private house in Gurgaon. Work involved designing, working drawings, client meetings and execution. Contributed to several other on-going projects in the office.  Ravissant Pvt. Ltd, <i>Diploma Project</i> July 2009 - Dec 2009  The project was to create a sub-brand for kids, including the brand identity, brand language, first ever inhouse Baby collection in precious metals as well as the packaging for the same.
Workshops Attended	<i>Silver Smithy</i> , Mr. Parag Vyas of Graubar Design, Indor <i>Retail Design Management</i> , Mr. D.P. Unival of MICA, Ahmedabad <i>Consumer Perception</i> , Ms. Deval Karthik of MICA, Ahmedabad <i>Creative Methods</i> , Prof Andreas Gut of Phodzium University, Germany <i>Trends Mapping and Forecasting</i> , Mrs. Shimul Mehta Vyas of NID, Ahmedabad
Classroom Projects	<i>NID Ahmedabad</i> Mini Project  This was done under the guidance of Mr. Michael Boy of Rajasthan Small Industry Corporation. The brief was to design an accessory of personal adornment taking any Indian ritual as inspiration. I designed a head gear inspired by Kashmiri weddings.

### Major Project

Using Industrial Waste (Metal Scrap) to create a range of fashion, table-top and portable accessories

### Form Exploration

Developed a table top accessory. Designed a rotating table lamp cum tray to hold stationary inspired from the exo-skeleton of crab.

### Craft Project

This Project was under the guidance of Ms Rebecca Rubins. Contemporarising traditional bamboo craft, creating a range of bins using waste polythene to create interesting playful surfaces.

### Craft Documentation

Undertook an intensive field study of Bhotia weaving, carpet making craft. I lived with the community for 3 weeks observing, understanding and documenting the craft while getting interesting insights into their lives.

### SPA New Delhi

#### Dissertation: 'Nature and Arhitecture'

Indepth comparative study of structures in nature and man-made structures

#### Seminar: 'Architecture for Schools or Schooling the Architects'

Observation of behavioral patterns of school kids upto the age of 6, analysis of case studies and brainstorming for designing an ideal learning cum playing space.

Thesis: Marine Museum. D.B.Road, Goa.

### Participation

India International Jewellery Show (IIJS), Mumbai 2008

Zala-Regnya-Sharika, a three piece detachable hair accessory cum pendant and ear-piece inspired from and celebrating great Indian weddings.

Organized and participated in many cultural programmes and fashion shows in school and college.

### Soft Skills

Adobe Photoshop, AutoCAD and Microsoft Office suite , Corel Draw , Rhino.

### Hobbies

Travelling, Sketching, Music and collecting invaluable junk.

### Achievements

Destination India, Feb 2009

Destination India was a marketing + advertising campaign contest at SP Jain Institute of Management and Research, Mumbai. The brief was to select one state in India and develop a campaign to promote international tourism for it. Our campaign for Kashmir won the first prize amongst all top competing colleges in the country.

### References

Ms. Shimul Mehta Vyas, Coordinator- LAD, NID. [shimul@nid.edu](mailto:shimul@nid.edu)