

CHARUTA BHATT

+91 9557818202
charutabhatt@gmail.com



LANGUAGE KNOWN English, Hindi, Gujarati, Kumauni

EDUCATION

2008-2010

Post-Graduate Diploma Programme in Design (PGDPD)
Lifestyle Accessory Design
National Institute of Design

2003-2008

Bachelor of Architecture
Indubhai Parekh School of Architecture
Rajkot

CORE COMPETENCY

Material exploration and handling, analytical thinking, scenario building, exploring ideas, objects and mind mapping, identifying needs, persona building, colour analysis.

INDUSTRIAL TRAINING EXPERIENCE

Aline Design Industry
B-58, First Floor
DSIDC complex
Jhilmil Industrial Area
Jhilmil Delhi 95

1. Form and Design Generation for Summer 2011 collection **Westside**
2. Form and Design for utilitarian and decorative products for summer 2011 collection **Fabindia**
3. Generation of patterns and cut work for lighting **Fabindia**

4. Wood and stone jewellery Explorations **Fabindia**
5. Conceptualization, detailing and execution of a wooden reusable stall for the *Diwali mela*, blind school, Delhi.
6. Two trophy Design and detailing for World Orthopedic Conference, Delhi 2011
7. Conceptualization for Khalsa Museum gift shop, Delhi

ACADEMIC PROJECT DETAILS

Personal Accessory for a Designer

Through this project we had to study and understand a designer's design language. We were to observe and generate inferences out of the ideology that the designer follows and develop a client profile for the same. The challenge was to understand the consumer and their expectation from the designer, who in my case was Nachiket Barve. We had to strike a balance between the principle of the designer, development of his signature style and belief of the customer in the product.

Jewellery with a purpose

The project intent was to make us look beyond the traditional jewellery design and understand what values it holds in our lifestyle. We developed concepts making a piece of adornment hold some purpose larger than its obvious nature. We learnt how to identify need and add value to a particular product by understanding the changing context and people's mindset. I also incorporated use of newer materials in our designs.

Trend Forecast for Renault Design

This project made us confront the future as we developed a scenario of India in 2030. We investigated into all aspects of changing present and anticipated trends and concept for the future. We did persona building of our client and developed his living spaces in detail. We formulated ideas on the kind of transport and automobile our client would utilize, and recognized the future needs of the client.

Craft project

In this project we did an ethnographic research of the craft of Khamir Kutch and tried to understand the system in which a particular craft sustains itself. We tried to intervene into the evolution and system of craft

and develop changes that work for the betterment of the craftsmen. We took help of Ethnographic research and developed mind maps of the clients to bridge the gap in between. I concentrated more on how a particular craftsman would benefit most utilizing his skills.

Products for elderly

This project made our understanding of design sensitive to especially enabled people. Our study was based on participatory research and user study of the elderly. We tried to understand the difficulties that build up due to aging for a person through consumer mapping and user study. We identify their disabilities and generated inferences to solve a problem, linking it to our design concepts.

Textile and the third dimension.

This project focused on developing our hand skills and understanding a particular technique of textile. We tried to comprehend the property of material that we undertook to such an extent that we were able to alter it according to our requirement in designs.

Creative Methods

Understanding the intangible in a design was the focus of this elective. It was an exercise to transform emotions into concepts creating intimate design. We understood that design was much more than a physical form and to make a product acceptable the design should cater to intangible aspects of life.

Trend Forecasting

- Samsung India
Trend forecast 2010-2011 in colour and trim.
- Renault
Concept car in Indian scenario for year 2030

INTEREST Reading, dancing , Stitching, sketching, collecting

ARCHITECTURAL TRAINING PROJECTS

EAS Associates, Goa

Effective Architectural Services
Head Ar. Milind Ramani
Gf. Devashri Tower
Behing Mahalaxmi Temple
Panjim Goa- 403001

1. **Industrial Project** : BNN July - August 2006
Individually handled factory design and working drawing.
2. **C.B.D. Madgoan**, July- September 2006
Individually handled factory design and working drawing.
3. **Goa University**: Chemistry Department August- October2006
Individually handled building Design and working drawing
4. **Maquine Palace**; October 2006
In the team to develop Measured Drawing
5. **Alex Sequira**: residential Bungalow , August- October2006
In the team of two to handle Landscape design and working drawing
6. **Medical City**, Thivim October2006
In the team to handle Landscape design, detail of doors and windows

SKILLS

Sketching
Model making
Diploma in Architectural Cad version 8
Auto Cadd 2d and 3d version 10
Adobe Photoshop CS4
Alias sketch Book Pro 2010
Alias 3d Studio 2010
Adode INdesign CS5
Sketch up 8
Coraldraw
Flash 8