STRATEGIC DESIGN

KORI

MANISH KORI

NATIONAL INSTITUTE OF DESIGN, PALDI, AHMEDABAD - 380 007, GUJARAT, INDIA

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Focus on the power of Design and Design Thinking to manage and resolve business dilemma towards having a positive footprint for the organization. With over 8 years of experience in Graphic Design fuelling business success and growth, offering valuable learning and insight to steer new directions for Immersive Brand Experiences.

DESIGN RESEARCH & STRATEGY
PROCESS & SERVICE DESIGN
BRAND MANAGEMENT
IMMERSIVE EXPERIENCE DESIGN

EDUCATION

2010	Post Graduate Diploma specializing in Strategic Design Management	National Institute of Design, Ahmedabad
1998	Bachelor of Commerce	Mumbai University

DIPLOMA PROJECT

Durva Gandhi & Associates – *Consultants for Art & Luxury Holdings*   2010, Mumbai
Role: Project Manager / Project Title: Art Business Design – New business design for selling Art

- Focus on the emerging Indian Art market and research to build true experience-based differentiation in user experience at various levels of brand interaction.
- The framework built during the project is at the core of creating valuable, positive, and memorable experiences for its clients by understanding their aspirations, needs and delivering immersive interactive environments.

WORK EXPERIENCE

PSI Data Systems – *an Aditya Birla Nuvo company*   2000 - 2006, Mumbai, Bangalore
Role: Creative Head – Corporate & Marketing Communications

- Appropriate design 'directions' for all corporate communications including internal and external communications from the office of the CEO, COO & VP Marketing.
- Continual interaction with principal clients as Design Lead for prime projects.
- Design Process improvement and Process Reviews with colleagues & Project Managers on regular basis.
- Asia Pacific Award for HR Excellence for Best HR Makeover - 2005

Zspin Interactive India – *subsidiary of eIndia Inc., USA*   1999 - 2000, Mumbai
Role: New Media Designer – Online & offline promotionals

- Conceptualize, Design and Execute for the New Media – both online & offline
- Continual interaction with principal clients as Design Lead for prime projects.

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CONSULTING PROJECTS

USABILITY EXPERIENCE DESIGN

Air Arabia, UAE
Cockpit Sofware, The Netherlands
Comfortable Organizing Solutions, Canada
OrangeJuice for ADs, The Netherlands
Hand-in-Hand International Youth Network, Canada
BAAJE AV Equipments, UAE & India
St. Xaviers' Social Service Society, Gujarat
VMS Architechture & Consultants, Gujarat

OTHER SCREEN DESIGN

Qualitytime BV, The Netherlands – HTML Newsletter
AutoTrader, Canada – Presentation
Response Insurance Inc., USA – Landing Pages
The Capital Store, Oman
Meereffect, The Netherlands – Presentation

IDENTITY DESIGN

Comfortable Organizing Solutions, Canada
Fingertips application, The Netherlands
Petronia Technologies, Noida
ezDI Data Intelligence, Gujarat

OTHER PRINT DESIGN

Indian Hues, New Delhi – Brochure Design
The Capital Store, Oman
School of Petroleum Technology, Gujarat
St. Xaviers' Social Service Society, Gujarat –
Calendars, Brochures, Annual Reports, Newsletters, etc.
Deiric McCann, Author, USA – Book Cover

PERSONAL PROJECTS

Dreamhost Inc., USA - 10 years anniversary T-Shirt
Vertigo Films, Ahmedabad – Identity
CrimsonRed Designs, Ahmedabad – Identity

SELECT STRATEGIC DESIGN MANAGEMENT MODULES

DESIGN AUDIT & MEASUREMENT

Prasad Group, Ahmedabad, Gujarat
Largest Indian plastic processing machinery manufacturers.

SERVICE DESIGN

Lucky Denim Laundry Services
New service design with focus on social innovation

SYSTEMS DESIGN

Traffic Management solutions and systems
Research and recommendations for crossroads traffic

WORKSHOPS & CONFERENCES

Creating Creativity & Innovating Innovation,
Coreographing Light, Trend Spotting & Pattern
Recognition, Kyoorius DesignYatra, Innovation by Design,
Achievement/ Motivation, Strategic Thinking with
Ronald Jones & Devdutt Patnaik, Short-Film Making,
Design for Interactive Media, IIT IDC Bombay.

TECHNICAL SKILLS

OFFICE SUITES

Microsoft Office, Apple iWork

CREATIVE SOFTWARE

Adobe Creative Suite CS5 - Illustrator, InDesign, Photoshop

OPERATING SYSTEMS

Apple Mac OS X Snow Leopard, Microsoft Windows 7

LANGUAGE SKILLS

English, Hindi, Marathi, Gujarati