



# RAGHVENDRA SINGH

Lifestyle Accessory Design | NID

Email : raagh.honey@gmail.com, raghvendra\_s@nid.edu

Mob: (+91)9375802160

## Aiming For..

To gain experience while simultaneously solving problems and generate new ideas. Envisioning and making new design happen.

## Core Competencies..

Approach to explore materials, Conceptualization of intangible into tangible product, Identifying needs, innovation, consumer mapping, psycho analysis, form understanding /form study, trend analysis, technology understanding, design development, adding emotive aspect to product.

## Academic Qualifications..

### PGDPD-Lifestyle Accessory Design (08-10)

National Institute of Design

### Bachelor in Fashion Design (04-08)

Pearl Academy of Fashion

## Workshops Participated..

- Trend mapping and Foresight for 2030 in collaboration with [Renault Automobile Company](#) under the guidance of Shimul Mehta Vyas, Insiya Sahiwalla, Vipul Vinzuda
- Trend mapping and foresights with [Samsung India](#) under the guidance of Elizabeth
- [Silver Smithy](#), under the guidance of Mr. Parag Vyas of Graubar Design, Indore
- Open electives at NID – [Product Photoshoot](#) under the guidance of Mr. P. S Vijay Kumar and Y.N Vivekanand.
- Trend Forecasting and color predictions for Asian paints colournext 2011 trend research study held in NID, Gandhinagar.

## Academic Projects ..

- **Designing for Designer**

**Objective:** To capture the designer's perspective, values and individuality and translate it to a product in sync with designer.

**Outcome:** Designed a Bag with a structured look that identified with Narendra Kumar.

- **Green Dreams**

**Objective:** Trend Research and Product development in context to space and future approach.

**Outcome:** Designed an Automobile seating for a car with Maglev's technology and solar cell point for 2030.

- **Renaissance of Heritage**

**Objective:** To upgrade the skills of artisans to make them more competitive in their product market.

**Outcome:** Studied Craft of Kutch and designed Men's Traveling bag and Camera case using the techniques of Cutwork and Zari work, so as to increase the product depth for the craftsmen.

- **Nature and Form**

**Objective:** to translate a natural form to usable product.

**Outcome:** Explored a Natural Form, transforming it into an abstract form and translating the abstract form into a multidimensional and multifunctional product.

- **Wearable Technology**

**Objective:** To take conventional jewellery from the ornamental realm to another level.

**Outcome:** A product, which could be worn on the body with an inbuilt Bluetooth and USB Drive.

- **Technique Exploration**

**Objective:** Creative exploration of linking technique.

**Outcome:** Versatile product that has multiple uses owing to its flexibility, molding and folding characteristics as well as the use of clean and fresh materials. For example, it may be a bowl, mat, blinds etc.

- **Creative Methods**

**Objective:** Study affective connection with another as a result of entering deeply or closely into relationship through knowledge and experience of the other.

**Outcome:** Designed a personal product "Wrist Band" under the theme of Intimacy

- **Design for Social Need**

**Objective:** To explore various ideas/ techniques/ products for elderly people that would help them in performing a task easily.

**Outcome:** Understood their recreational need and came up with a design solution in form of a multitasking board to help them in cooking process.

- **Craft Documentation**

1. On revival of "Pattu Shawls" of Barmer and Jaisalmer by Khadi gram udyog
2. On Journey of "sandstone craft of jodhpur".

- **Sports Wear-** designed a whole range of Men's Sports Wear for equestrian sport "polo".

- **Men's Wear-** developed a range of exclusive Men's Casual wear Shirts for Aaditya Shuttle Weave, Chennai (India)

- **Design Collection-**

**Objective-** To cater to individualistic sense of style of my client i.e. persons, who, what ever they do, make a style statement of their own and that so effortlessly. To create an overpowering aura of muslin by optimal use of inherent qualities of muslin.

**Outcome-** Muslin "The Untouched Experienced", Experimented and Innovated a range of Men's Occasional Wear exclusively in Muslin fabric

## **Professional Experience..**

- Work as designer (BDS) for 1 months in prestigious project of "Shantiniketan leather Cluster" to reinvent and redesign the existing product line of Shantiniketan Leather bags
- Industry Internship with Aaditya Shuttle Weaves India in 2007 as Men's Wear designer for 9 week
- Worked as a Stall Manager in Wills Lifestyle India Fashion Week in the year 2006

## **Software Proficiency..**

- Adobe Photoshop/Adobe Indesign/Illustrator CS4
- CorelDraw X4
- Sketch up pro 10
- Autodesk Alias Studio 10
- Rhinoceros 4

## **Career Interests..**

- Bags, Personal and Automobile Accessory, metal ware and silverware