

KANIKA MALHOTRA

Ph: (M) 0-9925046182, (R) 079-40034283,
Email: kanika.malhotra29@gmail.com, kanika_m@nid.edu,
DoB: 29th Nov-85.
Address: A/83, Jupiter towers, Judges Bungalows road, Bodakdev, Ahmedabad-54.

OVER VIEW

I am a Versatile and methodical Designer with a practical approach to aestheticism, creative in terms of conceptualizing & a believer of customization. Competent strategist, planner and possess the capability of effectively transforming the design brief into the process that enables beneficial outcome.

Understanding client's requirements and providing them with design solutions for making a remarkable difference is my key interest.

EDUCATION

June 2008-2010	Post Graduation Diploma Program in Strategic Design Management	National Institute of Design, India.	www.nid.edu
June 2003-2006	Bachelors in Interior Design	A.P.I.E.D, Vallabh Vidyanagar, Gujarat, India.	www.apied.in

PROFESSIONAL EXPERIENCE

Project Management

Design Audit

Service Design

Space designing

Internship at Dovetail Furniture Private limited, Bangalore. (Jan to July 2010)

The Design Management Project was based on streamlining the value added services that the company should provide to its customers. Outlining strategies for the design store, Bangalore, for it to become an "Ideal Store" was the objective to be derived by means of Product and Process Audit.

Sr. Interior Designer, Project Manager at Nivedita Gouthi Associates, Ahmedabad. (Oct 2006 - June 2008)

A dynamic & result oriented experience of 1 and half years in interior designing and project management. The responsibility included conceptualizing interiors, design process formation, design detailing and complete execution of residences and private offices, designing lamps & furniture's.

Free lance Interior Designer, Ahmedabad. (Oct 2006 - June 2008)

Complete designing and project management of sites ranging from 1000 sq. ft to 5000 sq.ft. Dealt with clients for residential and commercial projects for understanding their requirements, conceptualizing space planning by offering several alternatives to suit their requirement and providing custom made, satisfying design solutions.

Budgeting, Material selection and detailing, Dealing with the agencies and contractors and Supervising design execution on simultaneously going on multiple sites were the key tasks performed.

Assistant Interior Designer at Thakkar Associates, Ahmedabad. (April to Oct 2006)

Designed interiors for a project of transforming a Heritage Haveli into a Heritage Hotel based in Jaipur.

ACADEMIC CREDENTIALS

Academic year 2005-2006:

- Awarded Scholarship for securing highest Position in the 3rd year bachelor in Interior design.

Academic year 2003-2004:

- Awarded for 2nd highest aggregate marks in 1st academic year of bachelor in interior design.
- Awarded cash prize for securing 2nd position in 1st academic year of bachelor in interior design.
- Awarded Certificate of academic performance for securing 2nd position in Design Studio.

**KEY PROJECTS
AT NID**

PRODUCT DESIGN: Home security system for an elderly couple

Complete product design from concept to prototype. It was designed considering cognitive issues and ergonomics. Basic mental model and user's characteristics were studied to develop the product interface. The study of semantics was applied and user research was conducted.

SOCIAL ENTREPRENEURSHIP PROJECT: Understanding functioning of a community

The project was to search and study an existing community (Law Garden Market, Ahmedabad); sub communities associated with the main by means of ethnographic research methods, identifying their problems, understanding their business processes and coming up with design interventions that transform their socio-economic, socio-cultural and socio-natural environment for the better livelihood.

SYSTEMS THINKING: Information flow and design

The study on information flow & its impact in design was learnt. Scenarios for different situations applicable for various contexts were drawn to understand problems. Leverage points were identified for design interventions for an existing space, Sanskar Kendra Museum in Ahmedabad.

SERVICE DESIGN: Launching a service in the pg campus at NID.

The idea was to provide students with LAN radio station with an objective to keep the campus spirit alive and make students well informed and knowledgeable. Need was identified by conducting user research followed by making a business plan, content management, Radio jockeying, production, promotional activities. A successful pilot run of this service was done on site.

**Courses taken
at NID**

Design Fundamentals	Design concepts & concerns	Ergonomics	New Product Development	Marketing Management	Business Design
Service Design	Sustainable Spaces (Open elective)	Social Entrepreneurship	Principles of Management	Design Project management	Design Audit

**PROFICIENCY &
INTERESTS**

- Conducting ethnographic and user research skills; Content management; identifying problem at its root cause and developing useful scenarios for outcome.
- Ability of mapping the system, making structures by identifying leverage points for design intervention by minimum transformation to create maximum impact.
- Analytical ability for providing effective solutions. Consistency in work.
- Possess excellent interpersonal and communication skills. Focused approach and Performance driven.
- Interests lie in Sports- Badminton & Swimming, Event Management.
- Designed temporary structure for displaying work of the students for the convocation event at NID-2008. Active Participant in college festivals in Dance and Anchoring.
- Languages known are English, Hindi and Gujarati.
- Proficient in Microsoft office, AutoCAD, CorelDraw, Indesign CS3 and Photoshop basics.

**ATTENDED
CONFERENCES
AND
MEMBERSHIPS**

Member of Strategic management Society: Participant of SMS conference-2008 at ISB, Hyderabad.

Member and active participant of Institute of Indian Interior Designers (IIID): Ahmedabad Chapter.

Attended Kyoorous Design Yatra 2009 held in Mumbai.

Participant of Design concepts & concerns, NID 2008, by M.P. Ranjan.