

ARCHANA PURTY

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

Opp. Hitech city, Madhapur

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OBJECTIVE

My sincere contribution towards your eminent company in its growth and to gain design experience and knowledge.

ACADEMICS

COURSE	SCHOOL/COLLEGE	YEAR OF PASSING	PERCENTAGE
Bachelor of Fashion Design	National Institute of Fashion Technology, Hyderabad	2007-2011	CGPA 6.5
Intermediate in Arts with Economics	Nirmala college, Ranchi	2005-2007	60%
Matriculation (ICSE)	S.D.A Senior Secondary School, Khunti, Ranchi	2004-2005	57%

AREA OF INTEREST

Product design/Interior Design/ Production/ Package Design

PROJECTS UNDERTAKEN

- ✚ Graduation Project- Jharcraft, Ranchi, Jharkhand.
Company profile- Silk textile and handicraft development.
Project – Bamboo& cane furniture and products
- ✚ Industry internship- Hitachi K.K Mfg Co.
Company profile- Gift utility products, musical instruments, horn and MOP products and jute & textile.
Project- Sweet boxes and collection of desktop accessories.
- ✚ Interior Product Collection II- Bar accessories: wine bottle holder, huzel set case, bar tray and salt and pepper shaker. Theme: Sporty Retro.
- ✚ Visual Merchandising- store layout/ design of a furniture outlet.
- ✚ Interior Product Collection- Kitchen accessories: fruit basket, serving tray, and cutlery hanger. Theme: organic.
- ✚ Display and packaging solution: Estelle Fashion Jewellery Pvt Ltd.
- ✚ Package Design: Nestle Munch Pop Choc.
- ✚ Craft based Cluster Initiative: Kondapalli Toys, Kondapalli (AP)
- ✚ Hardware Design and Product Detailing: Dettol hand wash container.
- ✚ Simple design: Candle holder.
- ✚ Surface Ornamentation and Decoration: Screen printing on fabric (cushion cover) and paper (lamp shade); stone carving and metal embossing.
- ✚ Design Methodology- Cloth Hanging stand.

DOMAINS OF EXPERTISE

- ✚ Design Concerns and Processes.
- ✚ Human Factors and Ergonomics.
- ✚ Surface Ornamentation and decoration.
- ✚ Professional Communication and Documentation Techniques.
- ✚ Visual Merchandising.
- ✚ Glass Painting.
- ✚ Photography- product, portrait, architecture and nature.
- ✚ Technical Drawing.
- ✚ Prototyping.
- ✚ Fabrication and Machining.
- ✚ Marketing Research.
- ✚ Basic Application and Design Softwares- Microsoft word and powerpoint.
 - Adobe photoshop
 - Adobe Indesign
 - Corel Draw
 - 3DS Max
 - Autocad
 - Ironcad
 - Windows movie maker

SKILL SET

Material understanding- paper, clay, soap, POP (Plaster of Paris), wire, acrylic, fibre glass, bamboo, cane, fabric and glass.

Technical practices-

- ✚ Paper manipulation.
- ✚ Block and screen printing: tie and dye.
- ✚ Fabrication and machining.

PERSONAL PROFILE

SKILL AND STRENGTH

- ✚ Ambitious and adventurous.
- ✚ Ability to learn and adapt quickly.
- ✚ Effective team worker.

INTEREST

- ✚ Photography
- ✚ Drawing
- ✚ Sports
- ✚ Dance and music

PERSONAL DETAILS

Date of birth: 26.09.1988

Sex: Female

Father's name: Sri Manohar Purty

Permanent address: D/12, Sahara complex,
Ramnagar. Road no. 4,
Sonari, Jamshedpur,
Jharkhand

Pin code- 831011

Language proficiency: English, Hindi, Ho.

DECLARATION

I hereby declare that all the information furnished above is true to my knowledge.

Signature: ARCHANA PURTY

Date: