

Neha Ahlawat

OBJECTIVE

To work with a growth oriented organization that exploits my design capabilities, provides challenge, encourages advancement and help me learn and expand horizons of my design thinking.

EDUCATIONAL QUALIFICATION

Course	Institution Name
Bachelors Degree in Fashion and Lifestyle Accessories Design (B. F Tech.) Year 2004-2008	National Institute of Fashion Technology (NIFT), Bangalore
Senior Secondary (CBSE) Year 2003-2004	Dayawati Modi Academy- I Meerut
High School (CBSE) Year 2001-2002	Dayawati Modi Academy- I Meerut

WORK EXPERIENCE

Pantaloons Retail India Ltd, Mumbai Head Office

Key Responsibility: Senior Executive, Experience Design Department

Worked on several project for the duration of seven months.

- Handled strategy and design developments for Future Group's beauty and health category retail sections / stores: Star & Sitara Salons, Beauty Secret Stores, Fit & Healthy.
- Created logo, brand identity, manuals for "Fit & Healthy"; Future Group's health and pharmacy initiative.
- Proposed new business ideas on the concept of "Indianization" of Beauty and Adornment.
- Handled design developments for marketing and promotion of all seasonal and festival promotions.
- Developed identity for a private cosmetic label: "Secrets" under Future Group's own brand umbrella.

Vidya : An NGO working for upliftment of women , youth and children, IIT Bombay

Key Responsibility: Designer cum coordinator, Udyogini: Creative unit of Vidya

- Initiated and conducted workshops, training sessions on jewelry making, house hold handicraft products development for women from underdeveloped sections of society.
- Proposed corporate tie- ups through exhibitions, to boost up sales of goods produced.
- Product portfolio expansion by introducing new product development ideas.
- Planned sales targets and plan of action to achieve it.

Exhibition at Mood Indigo, India's biggest youth festival at IIT- Bombay

Key Responsibility: Designer, Merchandiser, Marketing Head

- Bagged participation and got to put up a stall at Mood- I, against many big corporate players.
- Developed a range of handcrafted bags and lifestyle products (table tops, fashion accessories)
- The products were liked and sold at a much faster rate than estimated owing to the natural, handcrafted finesse.

Freelance work

Key Responsibility: Designer

- Designed corporate identity for a new brand “Suti” to be launched by a garment manufacturing company, Jaipur

SN Design Studio, Jaipur

Key Responsibility: Designer, Merchandiser, Production & Marketing Head

- Handled all aspects of a start up, right from business model ideation, sourcing, designing, sampling, fabrication, production to marketing and sales.
- Developed a collection of handcrafted bags, accessories (jewelry, diaries etc) and garments applying traditional embroidery techniques in a contemporary style.
- Designed and developed corporate identity for “SN design studio”.
- Holding exhibitions in Delhi, Jaipur

INTERNSHIP AND OTHER EXTERNAL PROJECTS

Internship with Titan Industries Ltd. Bangalore:

Retail design that included window displays and props, for the new Titan Eye+ flagship stores, to be applied in stores across India

Six months Graduation project with Lokusdesign Pvt. Ltd., Pune:

- Experiential retail design for COX & KINGS's new business venture, designed retail spaces for the visa facilitation service centres
- Conceptualization for Hiranandani sales offices
- Conceptualization for Titan and Tanishq retail showrooms

Rural craft cluster development program- a NIFT initiative in collaboration with Govt. of India:

- Developed a range of cooperate tabletop accessories applying metal and stone carving crafts, as a part of cluster development program on traditional crafts of Surendranagar, Gujarat.
- Oriented crafts men to have a broader view at things by skill enhancement and application.
- The aim of project was craft sector development through design intervention.

Range design project with NGO Sumanahalli Society, Bangalore:

- Worked with a cluster of under skilled *karigars* and unprivileged women and developed a range of bags and corporate accessories in leather, for mass production.
- The work strategy being
- Two designs selected to be featured in a documentary showcased in Cannes.

Retail design project for Q&Q watch company:

Retail Design for Q n Q, a Citizen Watches sister company, showrooms in Bangalore
Implemented work included lighting fixtures, kiosk and window display

ACADEMIC PROJECTS

Colloquium writing:

Wrote papers on:

- “Enhancing creativity” that emphasized on importance and changes that can be brought in society and economy of India through Design education.
- “Handmade Hand-eaten” that talked about the aesthetics and design involved in Indian food culture

Packaging Design

Redesigned packaging of condoms, understanding the user segment and the difficulties involved.

Product Detailing

- Detailing of folding calendars; table and chair bushes
- Designed and detailed a clasping hook
- Pocket radio casing designing and detailing

Product graphics:

- Redesigned graphics of Amul butter pack
- Bottle and graphic design, logo design of a perfume bottle
- Product graphics for jewelry, bags and other lifestyle accessories

Design Project-II:

- Designed posters and a graphics for a dinner set starting from the concept of a prose or a haiku
- Designed a fruit bowl and dry fruit plate set with silver as the basic material

Fashion studies

- Prepared reports and presentation on IIJS (Indian International Jewelry Show)-2005
- Prepared a presentation that was showcased in IIJS 2006 trends pavilion, by NIFT, Gandhinagar.
- Designed a range of jewelry on the basis of, study of fashion forecasts and trends

Material studies III and IV

- Designed and metal- casted rings in brass (4 pieces) and silver (1 piece)
- Designed and created a range of products and jewelry, applying the jewelry making techniques

Design Project 1

Designed an entire table top accessory range, considering President APJ Abul Kalam Azad as the client

Integrated term project

A project that aimed at application of all the basics of design learned in foundation year. Products: a belt and a personalized curio were designed keeping feeling- 'nostalgia' as the theme

OTHER IMPORTANT COURSES UNDERTAKEN

- Advertising and marketing
- Intellectual Property Rights (IPR)
- Colloquium writing
- Design management

COMPUTER SKILLS

- **Softwares**

Adobe Photoshop, Corel Draw, Solid works basics, Auto CAD, Rhinoceros, 3DS Max, Windows movie maker

- **Tools**

MS Office

KEY SKILLS AND ABILITIES

- Ability to think from scratch and work systematically
- Persistency at work and quick understanding and grasping skills
- Good sense and understanding of 3D visualization, technical details, materials and processes
- Proficient in presentation skills
- Capable of working under pressure and in team
- Good at photography

AREAS OF INTREST

- Lifestyle Product Design (Hard goods, Fashion accessories, Handicrafts)
- Design Strategy and Management

ACTIVITIES AND ACHIEVEMENTS

- Have been a part of NIFT, Gandhinagar design team for IIJS (Indian International Jewelry Show)-2006, made a movie and visual boards for display panels for the trends pavilion
- Have participated and volunteered in workshops and exhibitions held in campus premises as well as outside
- Have been an active participant in various competitions and extracurricular activities: design competitions, debates, extempore, literary activities, dramatics

PERSONAL DETAILS

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