

## OBJECTIVE

*I am action oriented and committed towards achieving results in the field of design , willing to undertake new learnings , challenges, responsibilities / assignments. I posses excellent cordination and communication skills through verbal or nonverbal cues. In specific my goals are to work in a creative environment where I could enhance my designing skills and serve as skilled and dedicated professional committe to meet the target successfully*

## AREAS OF INTEREST

Lifestyle & fashion products  
Graphic design & Illustrations  
Merchandising  
Service system design

## EDUCATION



Title of qualification awarded **Master of Science in Product Service System Design**

University Politecnico Di Milano  
Bovisa - Design Campus , Milan - Italy  
2008 - 2010

Principal subjects covered History of Italian design, Graphic design , Presentation Techniques  
Occupational/Project multimedia Communication  
Metadesign (Trends, Scenarios and Design analysis, research and development)  
Strategic Design , Urban design



Title of qualification awarded **Bachelor Of Fashion & Lifestyle Accessory Design**

Specialization Leather Goods & footwear  
University National Institute of Fashion Technology  
Ministry of Textiles , Chennai - India  
2003 - 2007

Principal subjects covered Sketching, Leather processing , Pattern making ,Merchandising & Marketing  
Technical aspects of production ,Anatomy of body , Stitching techniques ,  
Design collection techniques, Computer applications,  
Forecast analysis

## WORK EXPERIENCE



Name of the company **TATA INTERNATIONAL LTD.** Chennai,India

Sector Leather Goods

Designation /position held Executive M6 (Designing ,Technical service , quality head)

Dates From June 2007 – September 2008

Main Activities Plan, direct and coordinate all activities in the design department

(Follow up, Quality, Cost estimation Development of new design collections based on forecast

Time Planning, Coordinate) Issue of specification sheets to converters for production.

Follow up with customers in all technical aspects

Ensuring quality assurance protocol for the production of goods

Reviewing & approving the styles while leading and mentor the sampling team


Working with marketing and production team to estimate cost & timing of production

Worked with Brands **Zara, Massimo dutti , Max & CO, Penny Black,  
French Connection, Sfera, Flex, knights & walker , Lumi**

Handled categories in leather goods **Bags, belts , wallets , desktop accessories and folders**

Understanding of Markets **Italy, U.K, Germany, Japan,Portugal,Spain,U.S, India**

## PROJECTS UNDERTAKEN

Designed mobile application for Sony Ericsson 

Designed bags for Leather Fashion Show 08' In Taj Hotel (Chennai)

Leather goods & Footwear collection which was exhibited at IILF (India International Leather Fair) 06'

Participated in NIFT fashion show 06' – which took place in Royal Le Meridian

Designed craft products made of wood for the artisans of Beypore – Govt. of Kerala

Carried a Craft Documentation in Rajasthan

(Covering different types of leather footwear – Mojaris)

## DESIGN WORKSHOPS

Workshop on Urban design with **ESTERNI**


Have done workshops with the following research studios

Ideo, Continuum, Future concept lab



## REWARDS

Award winner “**Best Commercially Viable Design Award**”-07 for final design collection in NIFT

Design project Awarded by the company for the “**Best Design mobile Office**” by Tecno 

Publication My designs appeared on ARS (accessories) magazine 07'

## INTERNSHIP

Name of the company **ULTIMA ITALIA SRL** (Casaletto Vaprio, Italy)

Sector Leather Accessories

Duration 2 Months (April - June 10')

Activities performed Design collection of wallets, bags and belts for spring/summer 11'

Design presentation of the companies products

Research and analysis on the forecast summer 11'

System design of virtual & physical archiving data

In depth analysis of the business operation and provided possible improvements

Name of the company **TATA International .Pvt. Ltd** (Chennai, India)

Sector Leather Goods

Duration 6 Months (December - May 07' )

Activities performed Completed my final Graduation project

Developed new collections for the existing clients

Implemented new production cycle

Name of the company **India Shoes Pvt. Ltd** - Farida group (India, Chennai)

Sector Leather Shoes (Full shoes & upper unit)

Duration 2 Months (April - June 06' )

Activities performed Understanding footwear manufacturing of closed shoes

Research on different dying techniques

Production cycle of footwear - belt system

Name of the company **Farida new line studio** – Farida group (India, Chennai)

Sector Leather Shoes (Designing & sampling)

Duration 1 Month (June- July 06' )

Activities performed Footwear designing and pattern making

Developed shoe samples

## SUMMARY OF SKILLS

Graphic designing , movie presentations

Develop concepts, Collections & develop ranges from inspiration to final product

Collection of information on trends

Design Process & Planning

Designing, pattern making & construction of Leather goods and Footwear  
 Leather exploration techniques  
 Fashion trends & Forecast Interpretation  
 Leather handcraft techniques  
 Marketing & Visual Merchandising  
 Material manipulation  
 Footwear and leather goods production technology  
 Trims designing

## MATERIAL HANDLING

Models made in Plaster of Paris, wood, fiberglass, acrylic, Clay, leather  
 Metal (zinc, brass, aluminum, iron, steel)

## COMPUTER PROFICIENCY

Software Adobe Illustrator CS 5 , Adobe Indesign CS 5  
 Adobe Photoshop CS 5 , Corel draw  
 Adobe Premier , After Effects , Macromedia Flash  
 CAD - Shoemaster (2d & 3d designing)  
 Delcam - Sole designing from Central Leather Research Center  
 All generic functions of MS

Hardware Handling of all kinds of computer printer and scanner  
 Thorough knowledge of internet browsing and mailing

## SOCIAL ACTIVITIES

Was an active member of Environmental and social service clubs in college.  
 Participated in various awareness rallies.

## LANGUAGE

Mother tongue Tamil  
 Proficiency in English  
 Basic verbal communication in Italian and Hindi

## PERSONAL PROFILE

Surname/First name Janardhanan, Elavarasi  
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 Gender Female

I hereby grant my consent for the processing of the above personal data under the provisions of Legislative Decree 196/03.

Elavarasi Janardhanan