

Jalpa Vyas

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National Institute of Design, India

Education

Pursued a summer course in ' **Interiors for Retail**' from Central Saint Martins College of Art and Design, University of Arts, London

Masters in **Design for Retail Experience** National Institute of Design, India currently pursuing Semester 4.

3 yr. **Adv. diploma in Advertising/Marketing** H.R college, Mumbai - 86% Distinction.

Graduate in commerce - H.R college, Mumbai - 75% Distinction.

12th H.R college, Mumbai , State board - 75% Distinction.

10th St. Anne's High School , Mumbai, State board - 85% Distinction.

Skills

Technical Skills

Ms office, Adobe Illustrator, Adobe photoshop, Adobe Premier, Auto-cad, Sound Forge, Google sketch up , 3ds max.

Proficiency Skills

Management, Leadership, Creative solutions, Design thinking, Paper craft, Packaging, Sketching, Hands on different materials such as bamboo, metal, terra cotta, ceramic, corian.

Experience

Designer, Mahindra Retail, Design Team, Bangalore- 12/01/10 to 12/07/10

Designed Mom and Me Mini- a baby and mother store, everything from fixtures, furniture to spatial design including lighting to graphics. A complete store design project.

Designed Mom's lounge - a spa cum wellness space for the mothers to be and mothers.

Design Intern, Jayna Packaging, Design Firm, Mumbai - 04/05/09 to 04/06/09

Designed and developed packaging concepts for Disney, FMCG products, made collapsible and portable furniture for kids and adults.

Assistant Designer, Jade Blue, Retail Store, Ahmedabad - 15/03/07 to 14/08/08

Designing men garments, understanding customers needs and requirement, sensitivity of design, fabrics, Store management and Visual merchandising.

Assistant Store manager, Planet Sports, Ahmedabad - 10/01/08 to 10/04/08

Store management, VM, merchandise knowledge, customer interaction and behaviour

Internship, Lowe/Lintas, Advertising agency, Mumbai - 18/11/04 to 17/02/05

Worked on ICICI Bank - 'Hum hain na' ad campaign in the client servicing department, Bharat Petroleum [BPCL], Packaging Indian Idol gifts vouchers.

Projects**Store design**

Mom and Me mini stores and Moms lounge - for Mahindra Retail.

The Body Shop, a concept store which comprehensively involved all the stages of a design process.

Experience Design

Enhancing the user experience of the Trial Rooms in various Retail formats. The project was technologically integrated and concentrated on futuristic concepts.

Visual Merchandising

The project included a detail in-store communication and window display design for The Raymond store which varied according to themes and seasons.

Designed show windows for Mom and Me - Mahindra Retail for various themes and seasons.

Retail fixture design

Developed concepts for display stands of mobile phones, crockery, cosmetics which satisfied visibility, ergonomics, form and functional parameters.

Packaging Design

Enhancing experience by developing interactive packaging concepts for Disney, Mont blanc, FMCG products.

Furniture Design

Designed portable and collapsible furniture which are sustainable, eco - friendly and cost effective.

Strategic Design and Management

Developing business models and innovating strategies for projects like Thalassemia Health Care Centre, Marketing of mall culture, Nature's basket, Wal- mart, Retail tourism in the Indian Railways.

Research Project

Conducted a detail study on the various retail formats in london, studied and analyzed the on going retail trends, the store design elements. lighting, show windows and customer behaviour.

Achievements

Won the First Prize for the Best Student category in the GlaxoSmithKline Packovation Awards 2010

Award for Excellence in Store Design and Visual Merchandising for Mahindra Retail.

Member of the NID Design team which won the VMRD best stall design at the In- store Asia 09 retail exhibition.

Participation in the EDIDA furniture competition and Coir/Bamboo Furniture workshops and won laurels.

Interests

Dancing, Traveling, Meeting new people, Pottery, Speech and Drama, Painting, Teaching kids, Photography, Art and craft, Spirituality, Music.

Conducted workshops in NID on Creative Paper Craft for all age groups.