

NAVYA MATHUR

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SUMMARY

A creative and detail-oriented Footwear Designer with a passion for crafting innovative, functional, and sustainable footwear concepts. I thrive on transforming creative concepts into tangible designs that merge comfort, sustainability, and style with a strong understanding of material research, trend analysis, and digital visualization tools. My curiosity for materials, forms fuels my ability to design footwear that not only complements fashion but also enhances user experience. I aim to contribute to a design team that values experimentation, craftsmanship, and impact-driven design.

EXPERIENCE

Fotw	May 2024 – Oct 2024
<i>Visual & Graphic Design Intern</i>	<i>Remote</i>
<ul style="list-style-type: none">Designed engaging visuals and catalogues for digital campaigns and marketing assets.Enhanced video content through editing, audio synchronization, and voiceovers.Utilized Adobe Photoshop, Illustrator, and Canva to develop cohesive brand visuals.	
Sangya Designs	Jan 2024 – Mar 2024
<i>Graphic Design Intern</i>	<i>Remote</i>
<ul style="list-style-type: none">Created digital layouts and promotional designs aligned with brand identity.Designed engaging social media creatives using Adobe Illustrator and Photoshop.Collaborated with the design team on creative direction and layout design.	
Freelance	Nov 2024 – Present
<i>Footwear Design Projects</i>	<i>Noida, Uttar Pradesh</i>
<ul style="list-style-type: none">Designed concept footwear prototypes exploring sustainable materials and ergonomic comfort.Created detailed sketches, and 3D renders using Rhino 3D, 3D CAD Programs and Adobe Illustrator.Created custom branding and packaging for independent fashion labels.	

TECHNICAL SKILLS

- Design & Technical:** Footwear Design & Prototyping, Product Sketching, Rendering, Material Research & Pattern Development, 3D Visualization
- Digital Tools:** Adobe Photoshop, Illustrator, Premiere Pro, InDesign, Canva, 3D CAD Programs, Rhino 3D
- Creative & Soft Skills:** Trend Forecasting, Visual Storytelling, Design Presentation, Branding & Merchandising

ACADEMIC AND PERSONAL PROJECTS

ReForm Sustainable Sneaker Concept	December 2023
<ul style="list-style-type: none">Designed a unisex sneaker using recycled materials and biodegradable alternatives.Focused on ergonomic comfort, modular design, and user-centric aesthetics.Created digital prototypes and technical drawings in Rhino 3D and Illustrator.	
StepSure Athletic Footwear Design	March 2024
<ul style="list-style-type: none">Designed a lightweight, performance-oriented running shoe emphasizing grip, balance, and breathability.Conducted market research and incorporated user feedback into design iterations to refine performance aspects.	
The Story of Sole Visual Merchandising Installation	September 2023
<ul style="list-style-type: none">Curated an exhibition space highlighting the evolution of footwear design.Integrated material exploration, color theory, and cultural narratives in display design.	

EDUCATION

Footwear Design and Development Institute	2022 – Present
<i>Bachelor of Design (B.Des) – Footwear Design & Production — CGPA: 8</i>	<i>Noida, Uttar Pradesh, India</i>