

DESIGN PORTFOLIO



ARCHANA PURTY

Product Designer

National Institute of Fashion Technology

Hyderabad, India

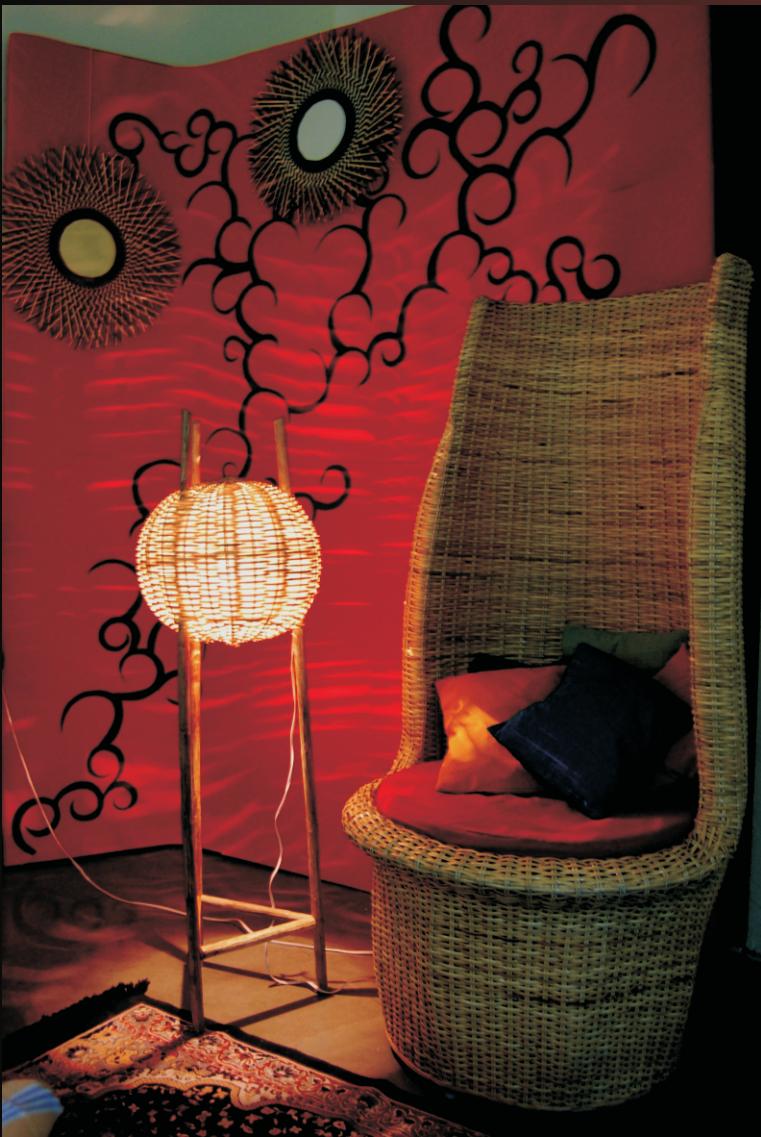
m. +91 9959548263

e. priyamvada.archna@gmail.com

DESIGN to me is building a thought process into real with a solution through design, aesthetically appealing, sustainable, ergonomically correct and acceptable by the mass.



my OBJECTIVE is to design with excellence for profit and to gain experience and knowledge.



Mirror (Decor), Floor lamp, Chair

LIVING SPACE COLLECTION

Collection from nature to living room, where brilliant colors of birds from the finches' family and its beautiful habit of nesting is directly seen.



[graduation project]



Flower vase



Hanging lamp



Napkin ring



Coaster

[graduation project]

LIVING SPACE
COLLECTION



Patio furniture



Stool



Flower vase

OUTDOOR SPACE COLLECTION

Elements picked up from the crowd of weekly haat (market), a set of patio furniture and other range of products with the essence of earthy color can be smartly arranged outdoor. An eco-friendly material and steady form is the most noticeable in the collection which can make a traditional corner in an outdoor space.

[graduation project]



serving tray



salt & pepper shaker



huzel set- case

BAR ACCESSORIES

Direct inspiration from 'rugby'. These bar accessories are designed for sports bars. This thematic products are designed for a particular space to suit the ambience.



PHOTO FRAME

Not highly design oriented but clientele satisfaction design of photo frame specifically for the 'Raasleela painting'. Frame design for the religious painting with depth in view and traditional look frame.

[internship project]



SWEET BOX

A sweet box for occasional purposes with transparency for aesthetics with 2 concepts.

1st- to show the graphics inside.

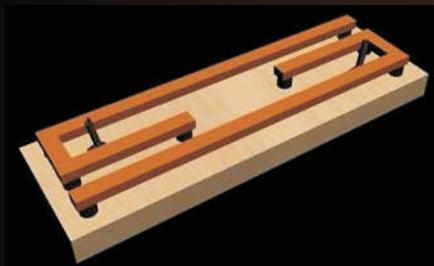
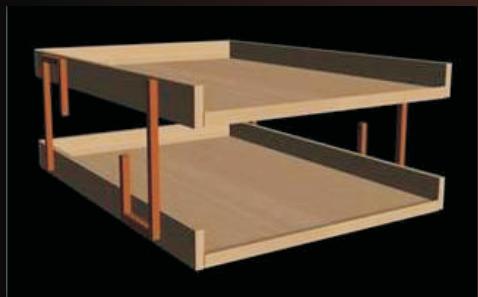
2nd- to fill the gap with decorative items which will be visible.

[internship project]

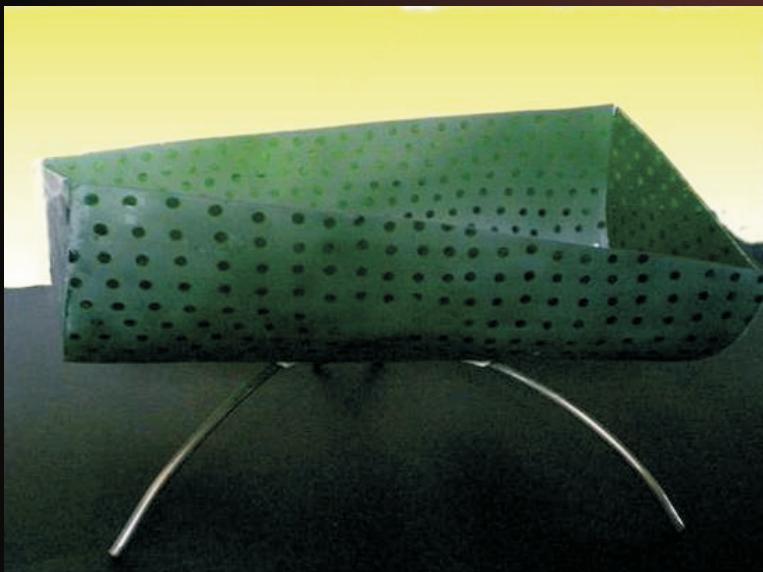
DESKTOP ACCESSORIES

Minimal yet sophisticated ,
a collection of desk-set
with sleek designs.

desk pad
card holder
file holder
pen stand
photo frame and clock
memo holder
pencil holder



[internship project]



Fruit basket



Serving tray

ORGANIC KITCHEN WARES



A serving tray and a fruit basket inspired from organic, designed with the transparency and motif sand-blasted on them for aesthetics and to give the essence of nature.



SURFACE ORNAMENTATION & DECORATION

Learning of process and various techniques to create motif, application on different surface and to inculcate on different materials.

block printing
cross- stitch
stone carving
metal embossing



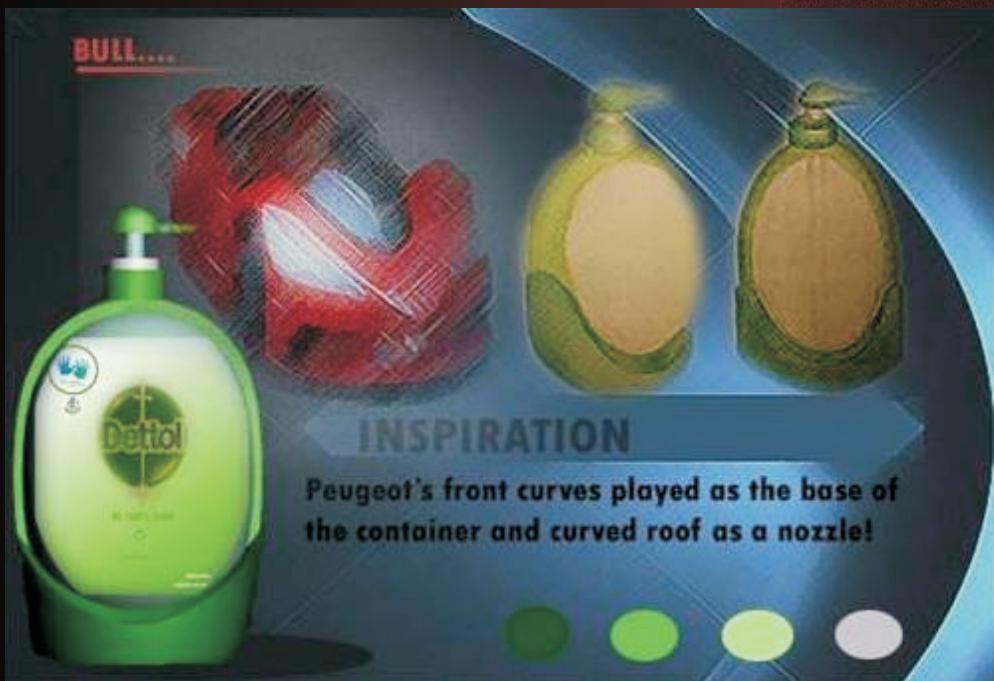
HARDWARE DESIGN & PRODUCT DETAILING

dettol hand-wash container



prototype

Studied the existing product and redesigned 3 different concepts for the same taking 'peugeot sports car' as an inspiration.



concept 2

HARDWARE DESIGN & PRODUCT DETAILING



prototype

HARDWARE DESIGN & PRODUCT DETAILING



concept3



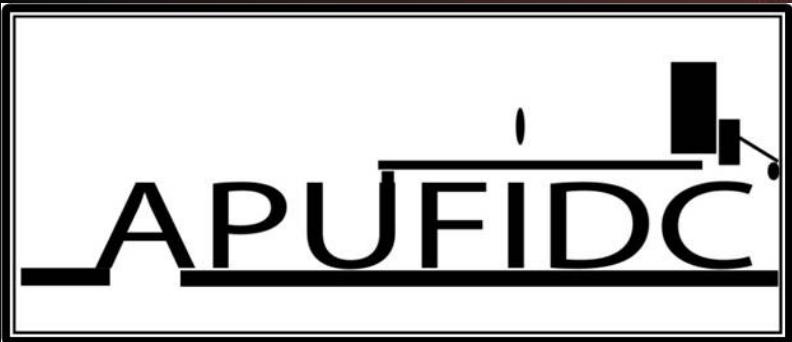
TABLE CLOCK

A table clock designed to implement LED circuit technique and clock mechanism to study different techniques and mechanisms to develop a product.



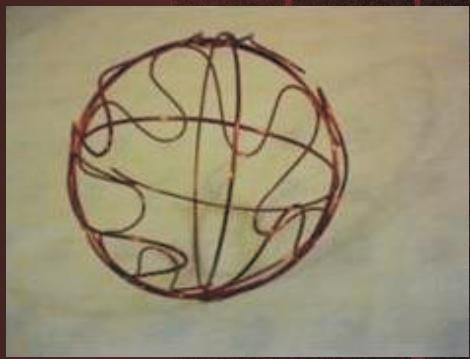
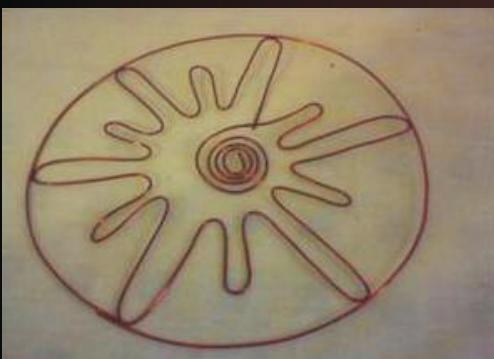
CHESS TABLE

Chess along with the table designed as a set which has the rotating base.



LOGO DESIGN

Logo design for 'Andhra Pradesh Urban Financial Infrastructure Development Corporation' and 'Indian Handicraft'



WIRE WORK

Creating objects using copper wire.



VISUAL REPRESENTATION





PHOTOGRAPHY





PHOTOGRAPHY



3DS MAX

An interior created in
3DS max software.
Interesting software which
makes easy for the designer
to view and present the
object or environment.

