



ASHWINI TIPSETWAR

"I am a Fashion and Lifestyle Accessory Designer turning over a new leaf as a Business Designer, exploring exciting opportunities. My strengths include strong application of Design Thinking Methodologies in day to day life. I also have a deep understanding of the fashion and lifestyle industry."

WORK EXPERIENCE

OTTICA GIULIANELLI, Ferrara Italy

September 2020 - April 2021

Business and Strategy Development
Curricular Internship

- Research & Analysis of Luxury eyewear market
- B2B and B2C Development and E-Commerce management
- Developing Business strategy to approach global market

INDORO DESIGNS, Pune India

November 2018 - April 2019

3D Printed Contemporary Jewellery
Graduation Project

- Research & Analysis of Indian & Western Jewellery market
- Ideation, Conceptualisation, Mood board development
- Designed theme based Jewellery collections

VASAVI FURNITURE INDUSTRY, Hyderabad India

June 2018 - July 2018

Innovative Furniture Company
Industrial Internship

- Study of Ergonomics related to human centric furniture
- Deep study and knowledge of manufacturing process
- Furniture Designing and Styling

FAB JEWELS PVT.LTD, Mumbai, India

June 2016- July 2016

Precious Jewellery Company
Design Internship

- Client Profile study and analysis
- Designing Exclusive Jewellery

SOFTWARE SKILLS

Microsoft PowerPoint	● ● ● ● ○
Microsoft Excel	● ● ● ● ○
Photoshop	● ● ● ● ○
CorelDraw	● ● ● ● ○
InDesign	● ● ● ● ○
3DsMax	● ● ● ● ○

ACHIEVEMENTS

Winner: Accessories Category of DuPont Tyvek Design Challenge

'17. The challenge was to come up with a product with DuPont's newly developed material Tyvek.

Wrote and presented a research paper on The Story Of Beaten

Metal during the Second International Seminar : Telangana Through Ages: Perspectives from Early and Medieval Periods. The paper was based on deep and intense field study on brass sheet metal craft, called Pimberty. It was organised by Heritage Telangana in 2018.

EDUCATIONAL CRIDENTIALS

MASTERS IN BUSINESS DESIGN | 2019 - 20

Domus Academy (108/110)
Milan, Italy.

B. DES IN FASHION AND LIFESTYLE ACCESSORIES | 2015 - 19

National Institute Of Fashion Technology (8.5 CGPA)
Hyderabad, India.

UNIVERSITY WORKSHOPS

STRATEGIC BRAND MANAGEMENT

In collaboration with Christies

Mar 2020 – Apr 2020

The aim of this project was to develop a Brand Strategy aimed at supporting Christies to reinforce brand perception and awareness with local Italian audience of young and potential art collectors. Developed a strategy which would engage this new audience in a meaningful way, thereby reinforcing breathing some life into the auction house.

PRODUCT STRATEGY

In collaboration with Technogym

Nov 2019 – Jan 2020

Market research and analysis of the target customer's needs and demands. Extracting their insights and coming up with an experience related strategies and designing a communication campaign suitable for both online and offline platforms.

ENTERPRENURSHIP THROUGH DESIGN WORKSHOP

In collaboration with B-Corporation

Sept 2019 – Oct 2019

The workshop gave an in depth understanding of Design Thinking Methodologies that fits as a common approach in real life.

SKILLS

- | | |
|-------------------------|-------------------------|
| • Market Analysis | • Conceptualization |
| • Brand Strategy | • Design Solution |
| • Strategic Branding | • Ergonomics |
| • Digital communication | • Jewellery Design |
| • Content Development | • Handcraft |
| • Strategic Development | • Material Manipulation |

LANGUAGES

English	● ● ● ● ●
Hindi	● ● ● ● ●
Italian	● ● ○ ○ ○

INTRESTS

Poetry and song writing,
Classical Music, Basket Ball,
Animal Volunteering,
Performing Arts