

# PORT FOLIO

FINAL REALISATION

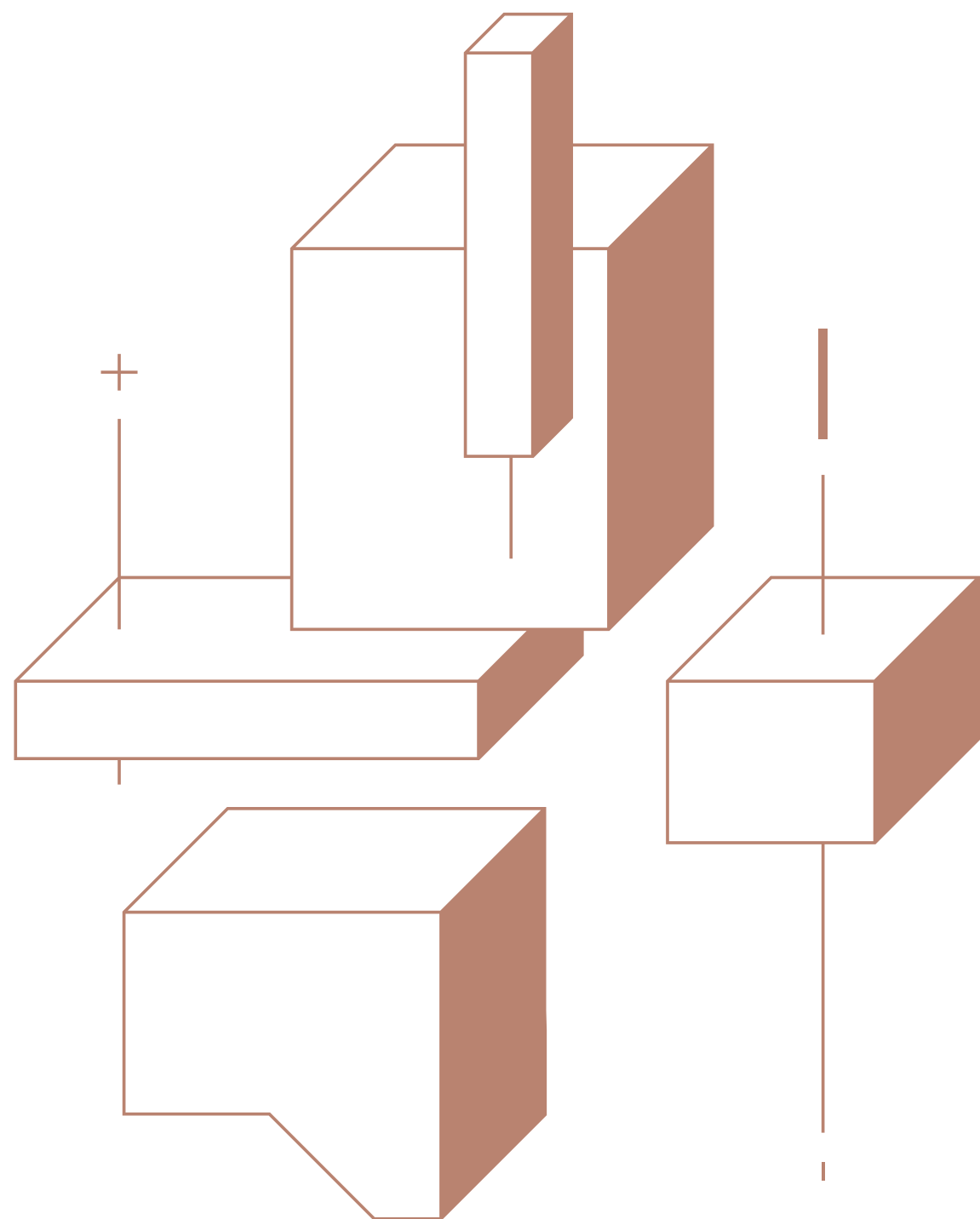
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MA Interior Design





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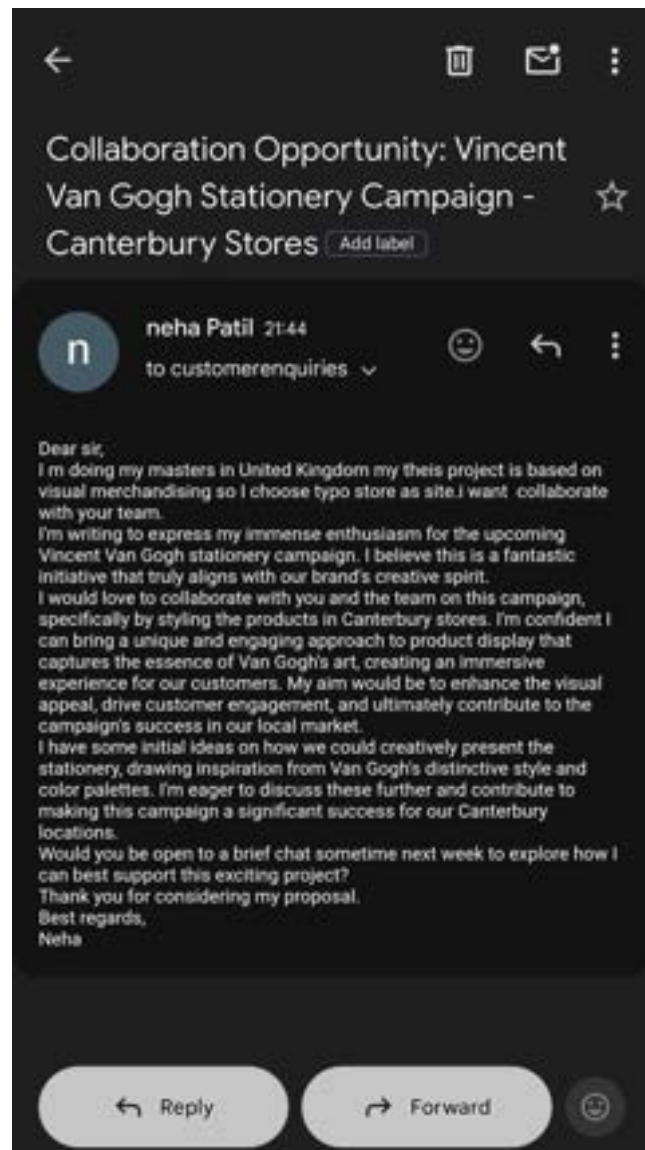


Fig01



Fig02

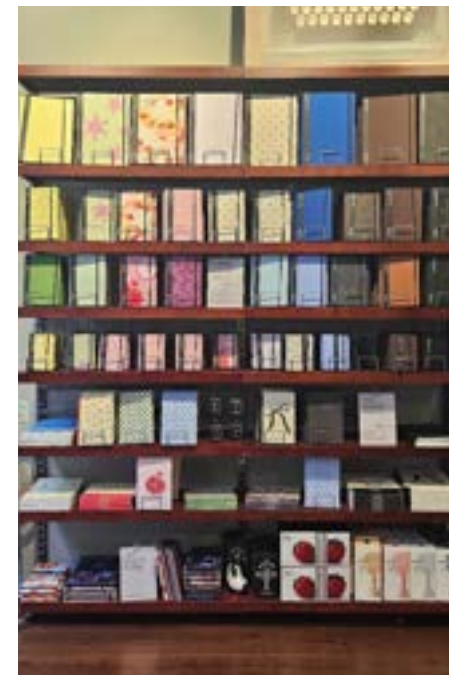


Fig03



Fig04



Fig05



Fig06



Fig07



Fig08



Fig09

## TYPO X VINCENT VAN GOGH

**Typo is an Australian-based stationery and lifestyle brand under the Cotton On Group. It is widely recognized for its bold, quirky, and trend-driven products that cater primarily to a young adult and student audience. The brand's philosophy is rooted in creativity and self-expression, with a slogan of "anything but ordinary." Typo's aesthetic is characterized by playful typography, vibrant colors, and a low-fi, hand-drawn feel, making its products feel unique and personal.**

**Typo has successfully expanded its product range beyond traditional stationery to include a wide array of gifts, tech accessories, and homewares. A key part of its business model is the use of strategic collaborations with major pop culture franchises and iconic artists, such as the Vincent van Gogh collection. This allows Typo to continuously reinvent itself and engage its target market by blending its modern, cheeky style with familiar and celebrated themes.**





Fig10



## VINCENT VAN GOGH CAMPIGAN PRODUCTS

When discussing the visual merchandising for the upcoming Vincent van Gogh collection, I spoke with manager . I expressed my excitement about the project and asked if I could handle both the in-store and window displays. manager explained that, due to a company policy, the window displays are managed exclusively by the corporate visual team to ensure a consistent brand image across all locations I understood the reasoning. manager then reassured me that I would have complete creative control over the in-store visual merchandising. This conversation clarified my role and allowed me to focus my efforts on creating an exceptional in-store display that brings the new collection to life.



Fig11



Fig12

This section is allocated for the vincent van gogh campigan produts ,so i m doing visual merchandising or styling for this area.





Fig13



Fig14





Fig15



Fig16



Fig17



Fig18



Fig19



# Abstract

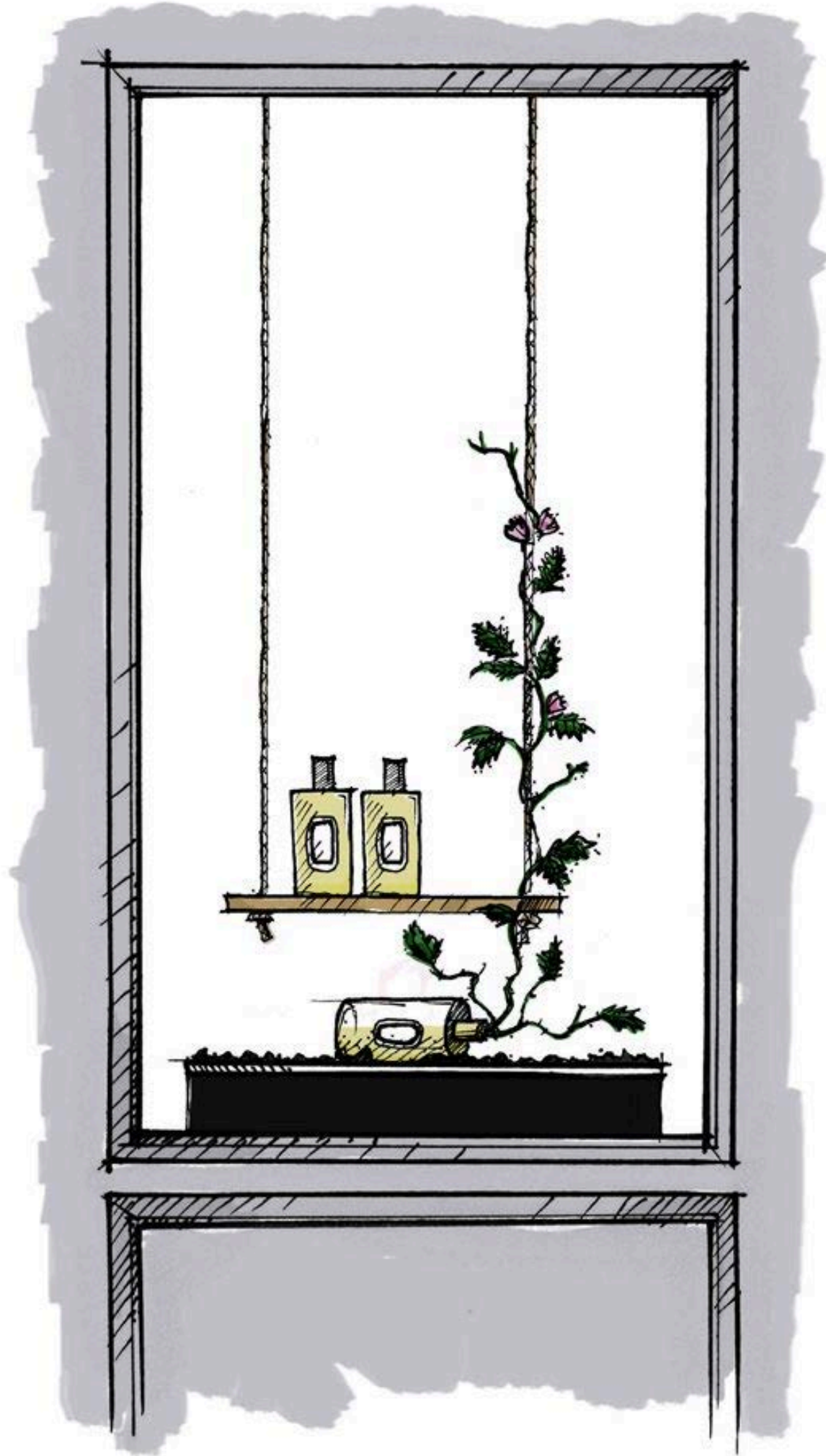
This design thesis portfolio presents "FEATHERS JOURNEY," a window display that explores how visual communication and storytelling can transform a static retail space into an immersive brand experience. The project uses the rich narrative potential of flamingos to demonstrate this concept, going beyond mere aesthetics to evoke the social behaviors and environmental rituals of these iconic birds.

The installation employs a multi-sensory approach, using intricate paper-cut techniques, dynamic sculptural forms, and layered pink gradients to narrate the flamingos' life cycle, from migration to communal nesting. This tangible representation also incorporates sustainable textiles and projected imagery to create a compelling, multi-dimensional display.

"Feathers journey" serves as a key component of this portfolio, documenting my ability to translate complex natural phenomena into accessible visual stories. It vividly showcases how design can strategically blend creative execution with compelling narrative to enhance customer perception and engagement, enriching the public's understanding of both the natural world and the brand itself.

## Research Question

- How can window display effectively leverage visual communication and storytelling techniques to enhance customer perception and engagement with a retail brand or product?





# OBSERVATION



Fig19

Previously during my first semester , My research journey began with an topic of “Designing the Retail space with the Biophilic Elements: Analysis its role, layout , customer flow , functionality and aesthetic appeal”. But when i was going further I realize the powerful impact of the first visual interaction : “THE WINDOW DISPLAY”. The dynamic interplay between the physical store and the external gaze, particularly through the window display, captured my attention. I recognized the window as a potent narrative tool, shaping initial perceptions and driving foot traffic. This realization prompted a focused shift towards understanding the strategic and aesthetic principles underpinning effective window display design. My portfolio will chart this evolution, highlighting the initial broader scope and the specific rationale for investigating the persuasive power of the retail window.



Fig20



Fig21



- Walking through the streets of canterbury, I was struck by the surprisingly large number of empty window display .A struck contrast to the vibrant storefronts sparked a fascinations with the power of absence and the potential of the negative space.
- This observation ignited my exploration into a potential of window design not as a symbol of vacky but as a stretegic tool for reimagining retail experiences.



Fig22



Fig23



Fig24



Fig25



Fig26



Fig27



# LOCATION TESTS



Location A : NEXT ONE, Canterbury

Fig28



Location C: HM, Canterbury

Fig30



LocationB : fenwick, Canterbury

Fig29



Location D : Zara, Canterbury

Fig31

During my site visit to location B, I encountered a setback regarding my research. The store manager informed me that all the available shopfront windows were currently dedicated to showcasing their high-end, luxurious merchandise. Consequently, it was not feasible to take the intended photographs of the window displays for my project at that time.

My core concept revolves around unfolding a narrative sequence across window spaces. I aim to create a compelling series that captures the attention of passersby. Each window will represent a chapter or moment in the story, working in tandem to communicate a broader message and draw viewers into a captivating experience.

considering locations A, C, and D, each with only two shopfront windows, effectively narrating my story across these three sites presents a challenge. The limited window space at each location restricts the sequential unfolding of the narrative I envision.



# SITE ANALYSIS

The location adjacency to the world heritage site adds significant cultural value and provides potential for increased visitor foot traffic.

The store location , directly accessible from canterbury high street ,provides a unique opportunity to capitalize on the substantial foot traffic generated by this popular retail area. Being positioned near the high street will provide a great deal of passing tourist and local resident trade.

S

- The neighborhood has a rich and diverse retail environmen
- Prime location: Central location within a historic and high traffic area.
- Accessibility :The location of the building is highly accessible potential to attract more people benefiting surrounding business.

W

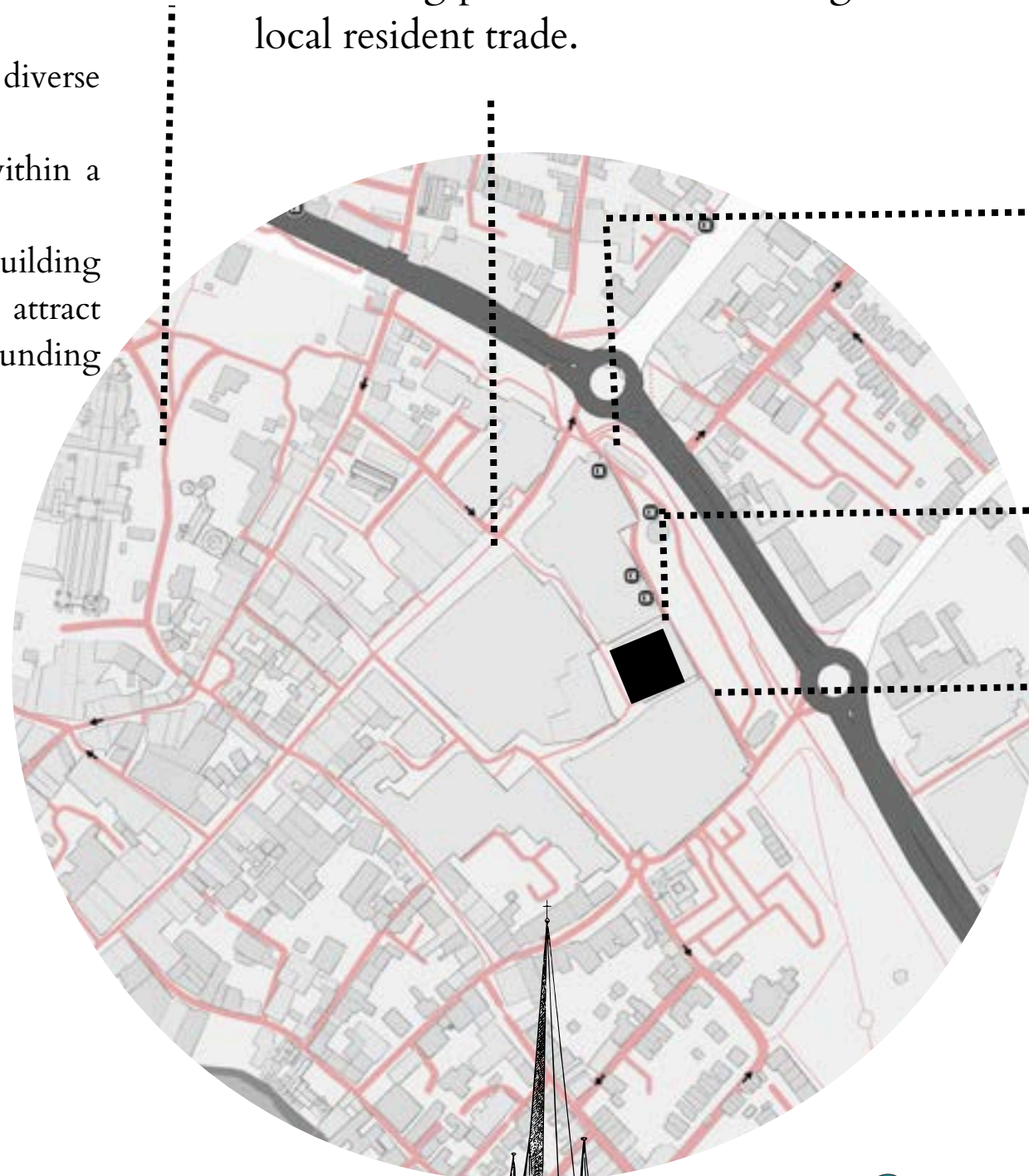
- Competition : Intense compition from other retailers in the city centre.
- visual merchandising adaptability

O

- Tourist Traffic
- seasonal theme :Capitalize on local events and seasonal trends with dynamic displays.
- Digital Integration : Enhance in store experience with digital displays and interactive elements.

T

- Economic Downturn
- Online Competition
- Changing Consumer Preferences
- Impact of Brexit / Economic Uncertainty.



The site is within close proximity to major transportation arteries , including highways and is served by multiple bus lines.

**LOCATION: NEXT store ,  
Whitefriars Shopping Centre,  
12 Whitefriars St, Canterbury  
CT1 2TA**

Surrounding land uses for the commercial shopping centers.

## NEXT

Distance from the site:



150m from the site



1mile from the site (west)  
1mile from the site (east)



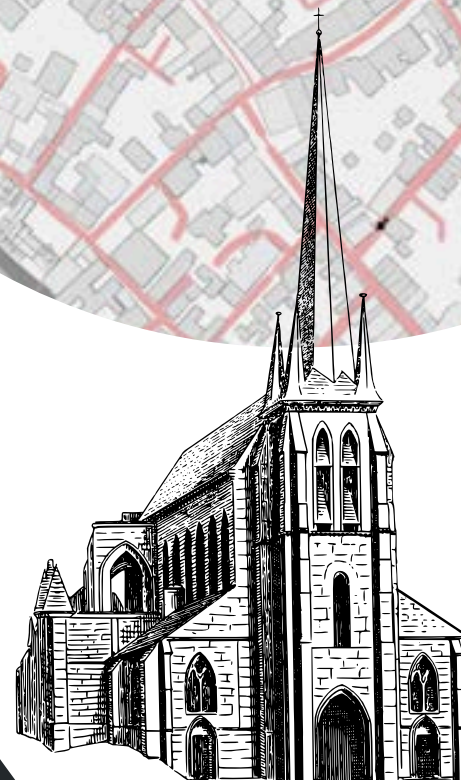
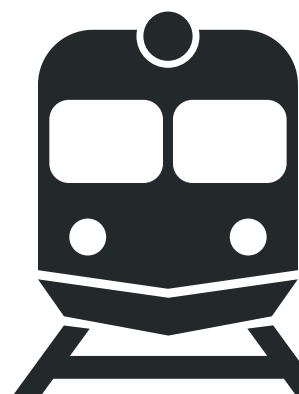
5 - 10 min walk from the site



5 - 10 min walk from the site



site is in the shopping centre





# SITE ANALYSIS

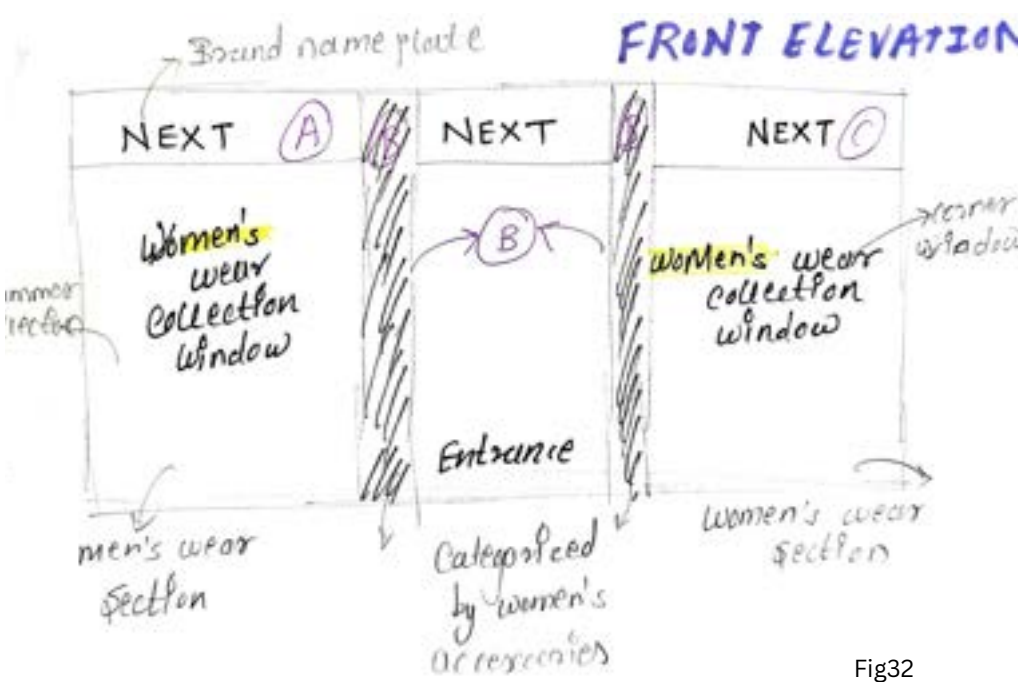


Fig32

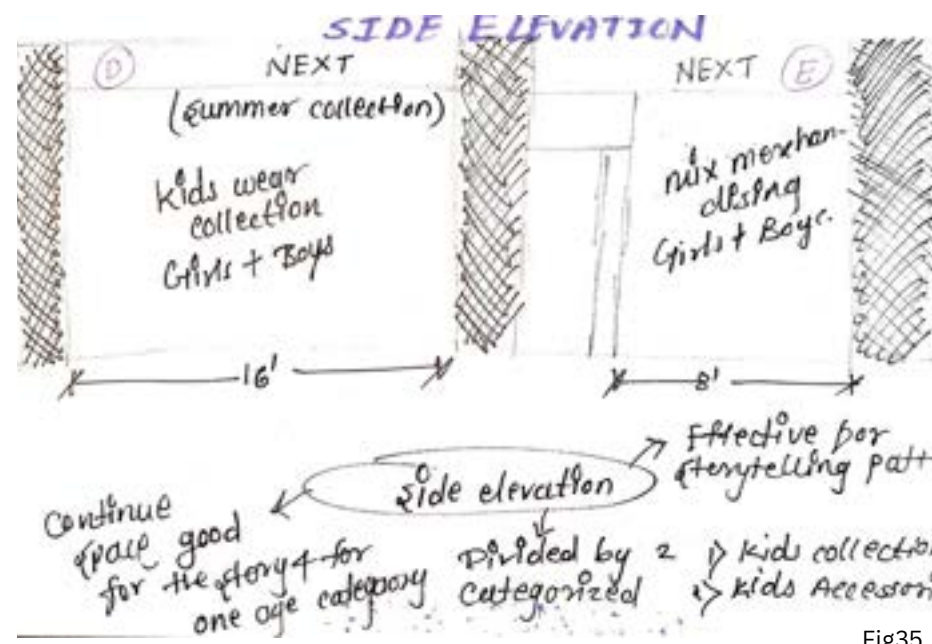


Fig35

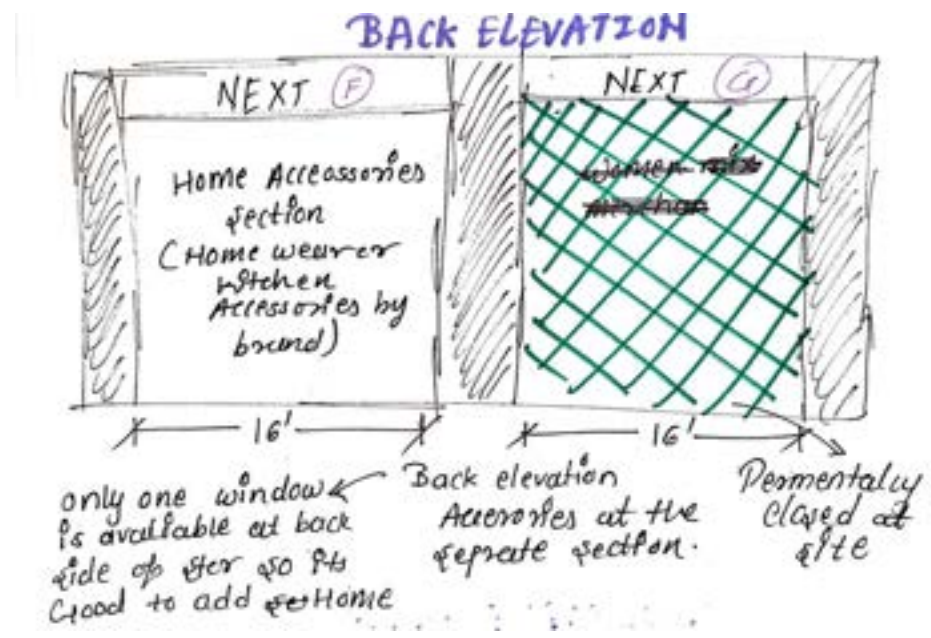


Fig38



Fig33



Fig36



Fig39



Fig34



Fig37



Fig40





# CONCEPT DEVELOPMENT

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STORYTELLING SHEET



# DESIGN DEVELOPMENT: INSPIRATION

## VISIT TO



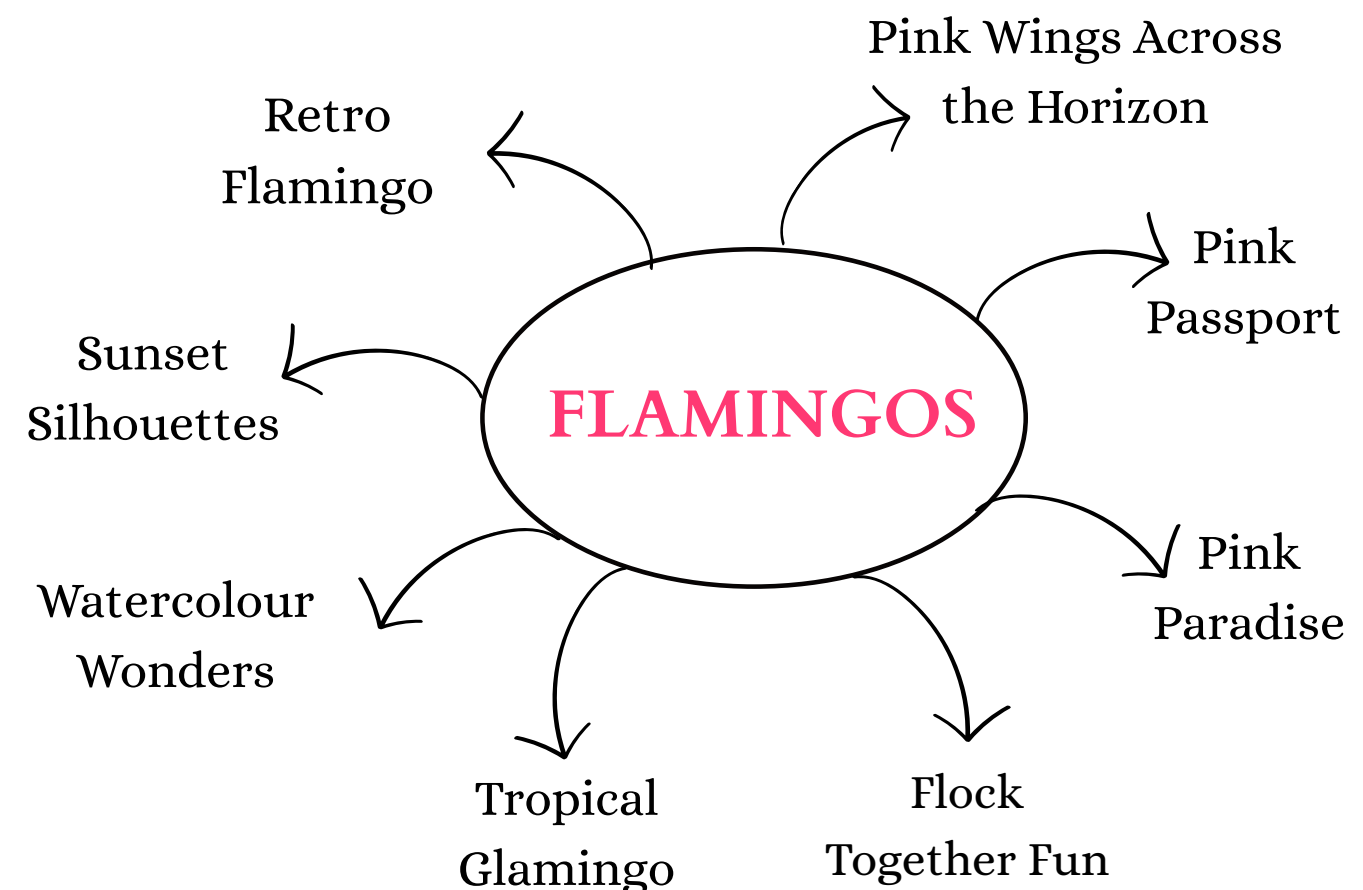
During a visit to [WINGHAM Wildlife Park], I was unexpectedly captivated by the sight of the flamingo flock. Their striking pink plumage, ranging from delicate pastels to vibrant corals, and their elegant, almost sculptural poses, sparked a powerful visual connection. This unexpected encounter became the central inspiration for this window display design portfolio.

**Deconstructing the Flamingo: I was particularly drawn to:**

**Presence:** Their collective flamboyance, suggesting a sense of visual impact and memorable presence for a retail space.

**Color:** The subtle and dramatic gradients of pink, inspiring a dynamic and visually appealing color palette for the display

**Form:** The graceful, elongated curves of their necks and legs, which informed the flowing lines and structural elements within the design.

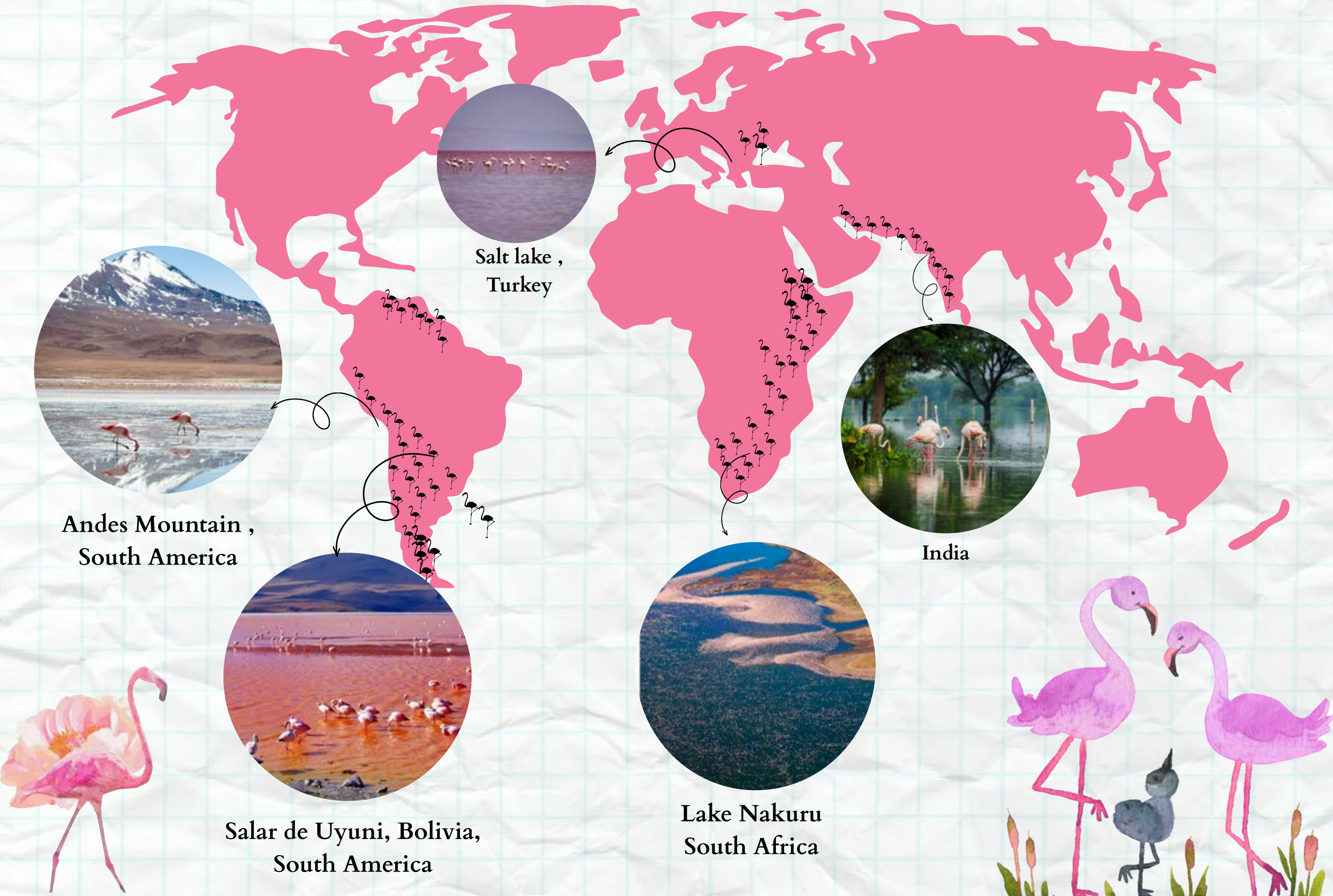


## Brainstorming the THEMES :

The flamingo's association with tropical beauty, uniqueness, or a touch of whimsy makes it a potentially impactful concept for high-end boutiques, lifestyle stores, summer collections and window display. This design seeks to create a sense of joy , travel and draw customers into the retail environment.



# RESEARCH ON MIGRATION PATHWAYS=TRAVEL





# CONCEPT SHEET







Having traversed vast oceans and vibrant landscapes on their incredible world tour, our elegant flamingo duo has finally returned to their cherished pink paradise. Here, the water whispers tales of plenty, family calls echo contentment, and rosy reflections paint a heartwarming welcome. More than just a location, it's a profound feeling of belonging, the quiet joy of reunion, and the peaceful satisfaction of a journey's end.



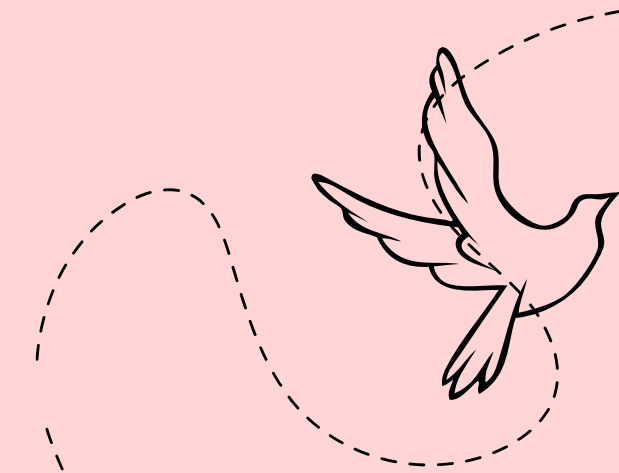
### Window D : "Flamingo Fiesta! A Tropical Pool Party

"After their incredible journey from the soaring Andes to the bustling markets of India, our fabulous flamingo friends, Flora and Finn, needed a break! Hearing whispers of the most amazing splash-tastic fun, they set their GPS (that's 'Great Pink Swims!') for a legendary Tropical Pool Party! They landed in a paradise of sparkling turquoise waters, surrounded by swaying palm trees and the sweet scent of exotic flowers. And guess what? They found the perfect outfits for the occasion!"

### Window B n C: Pink Feathers of Rajasthan" - A Summer Oasis:

A flamingo duo on a world tour arrives at the Rajasthan, India , after their initial adventures in the Andes Mountains.

The flamingo duo's arrival at Rajasthan marks a stark contrast to their Andean adventure. The vast, reflective vibrant and warm landscapes of Rajasthan, India, specifically through the lens of the region's iconic architecture, rich textile traditions, and the elegant presence of migrating flamingos. offer a new visual narrative, emphasizing space and light after the mountainous terrain. Their journey continues, highlighting the diverse landscapes of their world tour and the unique experiences each location offers.



**Window A: A flamingo duo embarking on a world tour from the majestic ANDES MOUNTAIN!** Our flamingo duo finn and florra and took fligh from a high-altitude lake, their journey could symbolize the untamed spirit of nature venturing out into the world, a splash of vibrant life against a stark backdrop. This starting point immediately evokes a sense of adventure and the unexpected

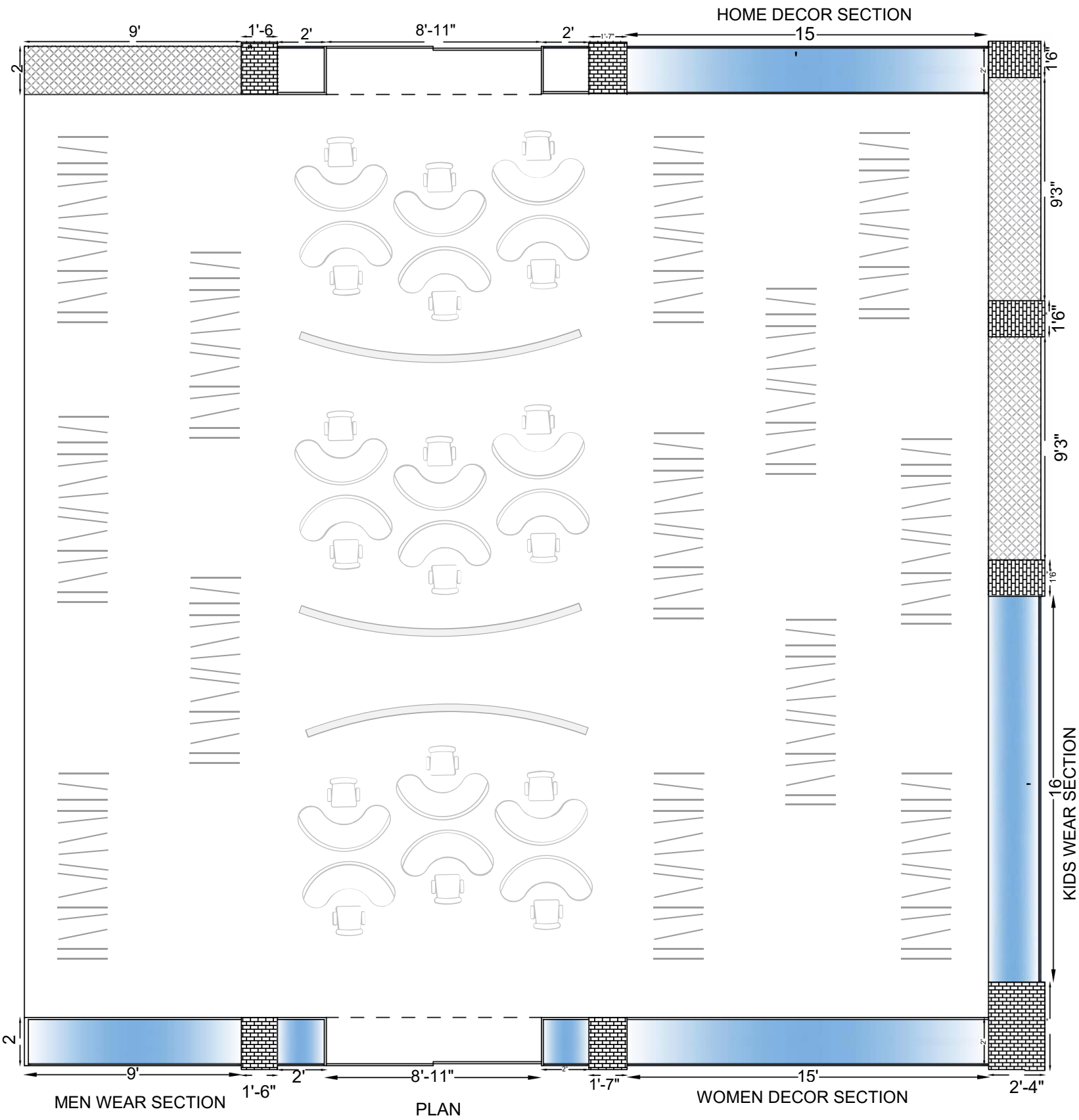




PLAN

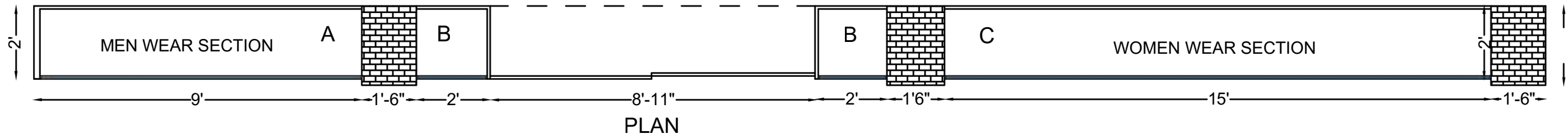
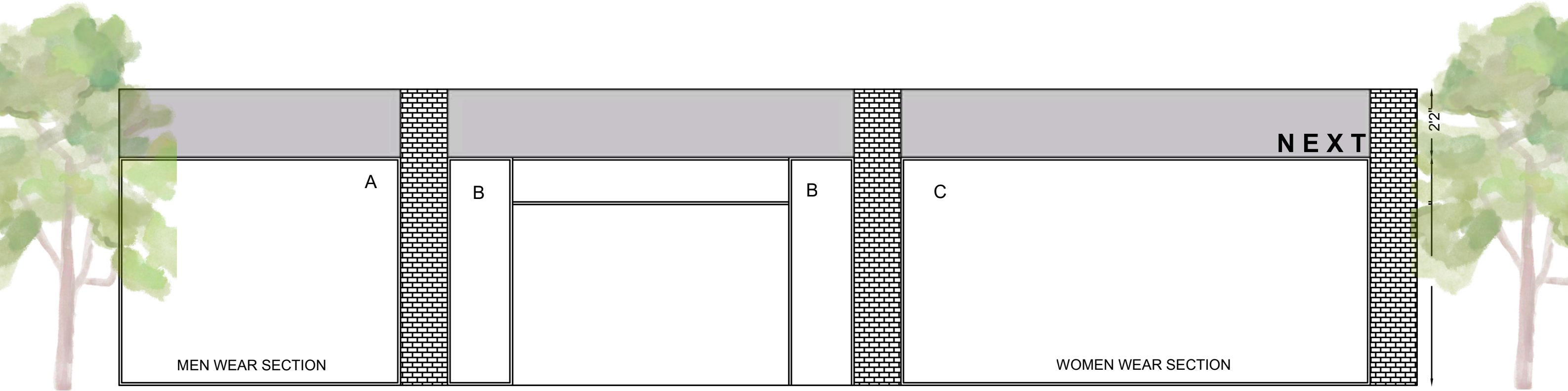


Fig41



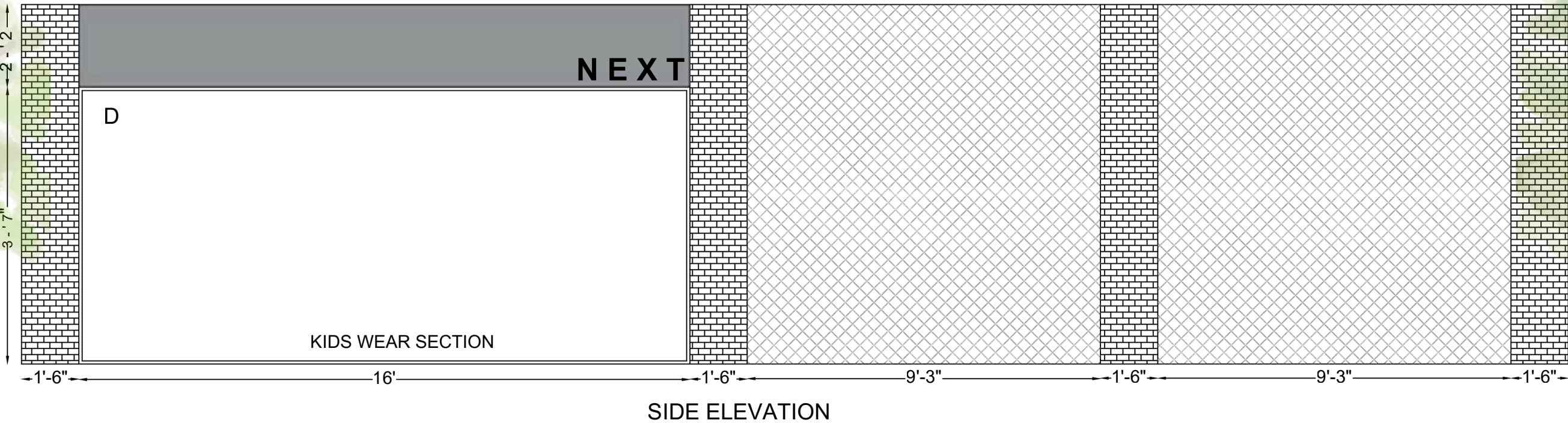
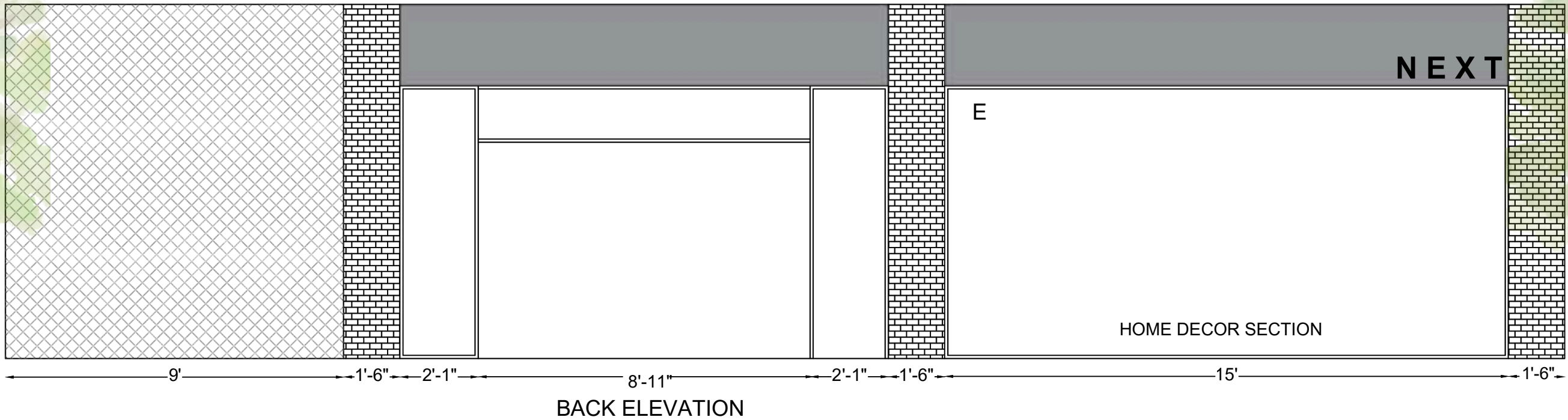


# ELEVATIONS





# ELEVATIONS







## WINDOW A

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A flamingo duo embarking on a world tour  
from the majestic ANDES MOUNTAIN!



# STORY OF WINDOW A : Adventure starts at altitude.(Andes)

📍 Andes Mountain , South America

Window A = MEN'S WEAR COLLECTION



Fig42



Fig43



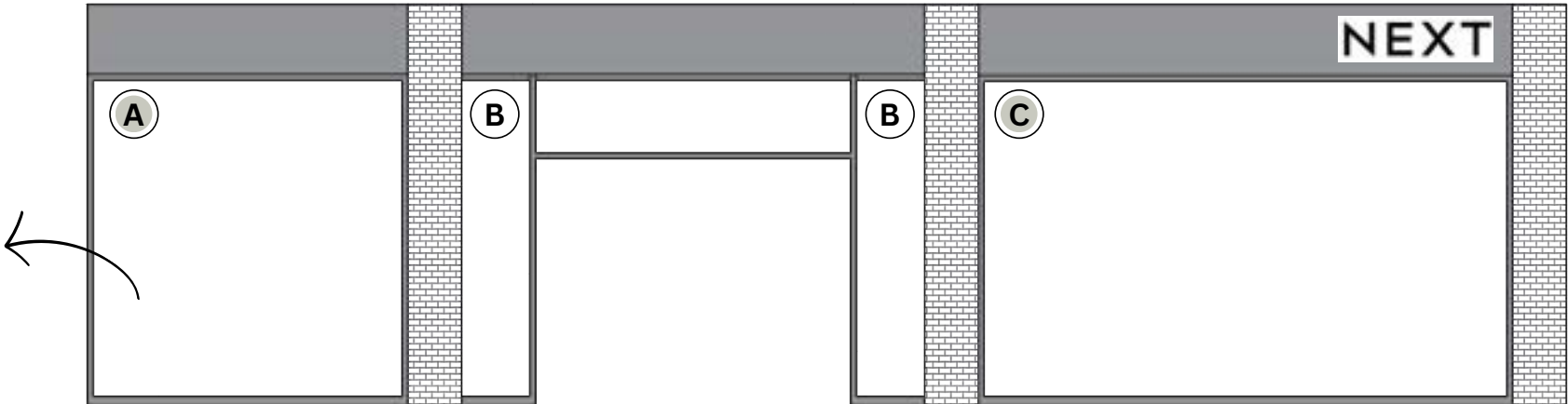
Fig44



Fig45



Window A: A flamingo duo embarking on a world tour from the majestic ANDES MOUNTAIN!  
They took flight from a high-altitude lake, their journey could symbolize the untamed spirit of nature venturing out into the world, a splash of vibrant life against a stark backdrop. This starting point immediately evokes a sense of adventure and the unexpected





# ELEMENTS FOR WINDOW A

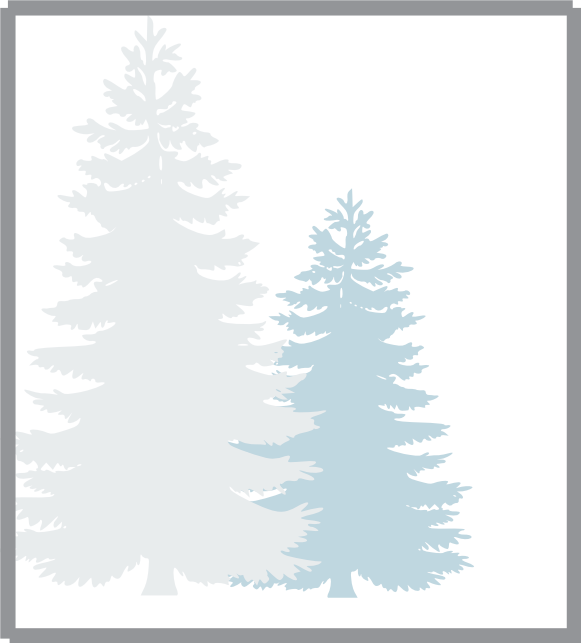


Fig46



Fig49



Fig47

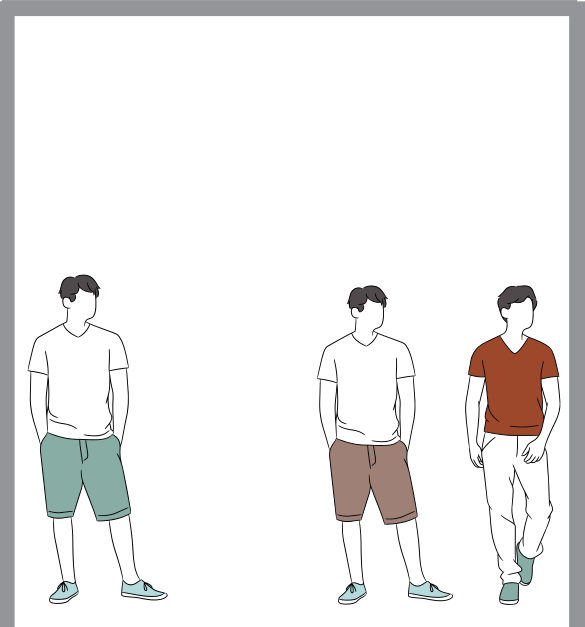


Fig50



Fig48

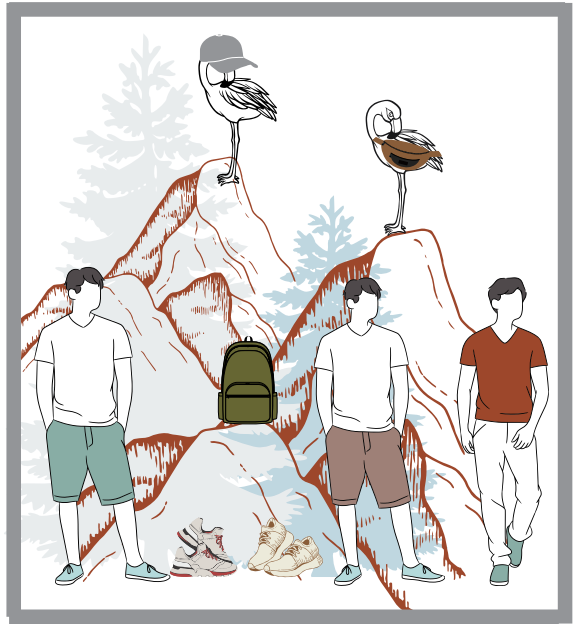
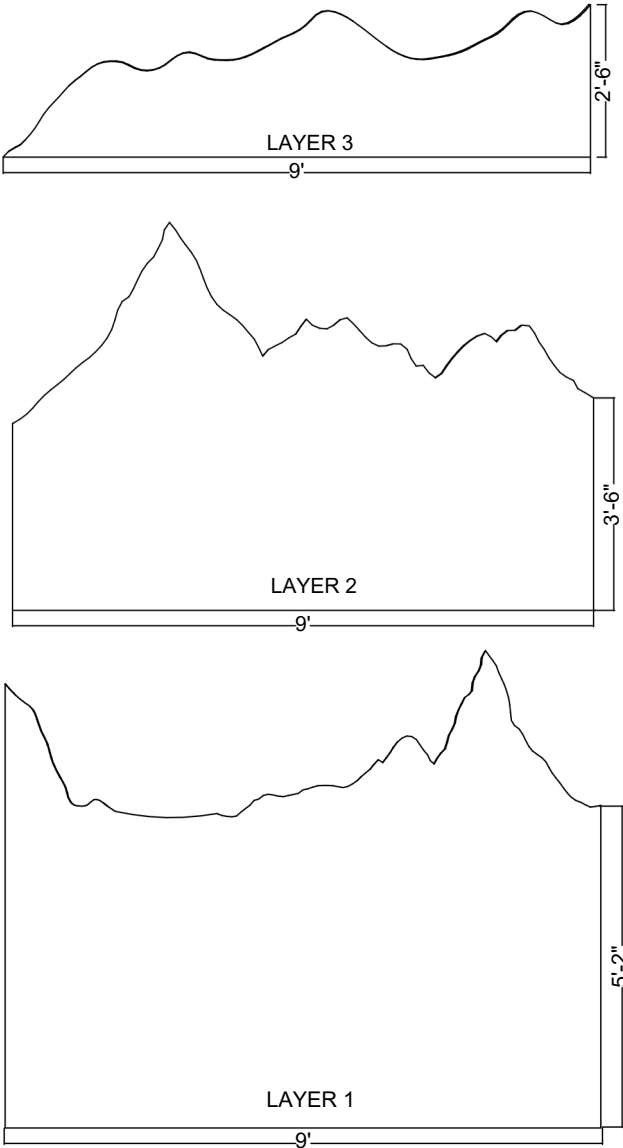
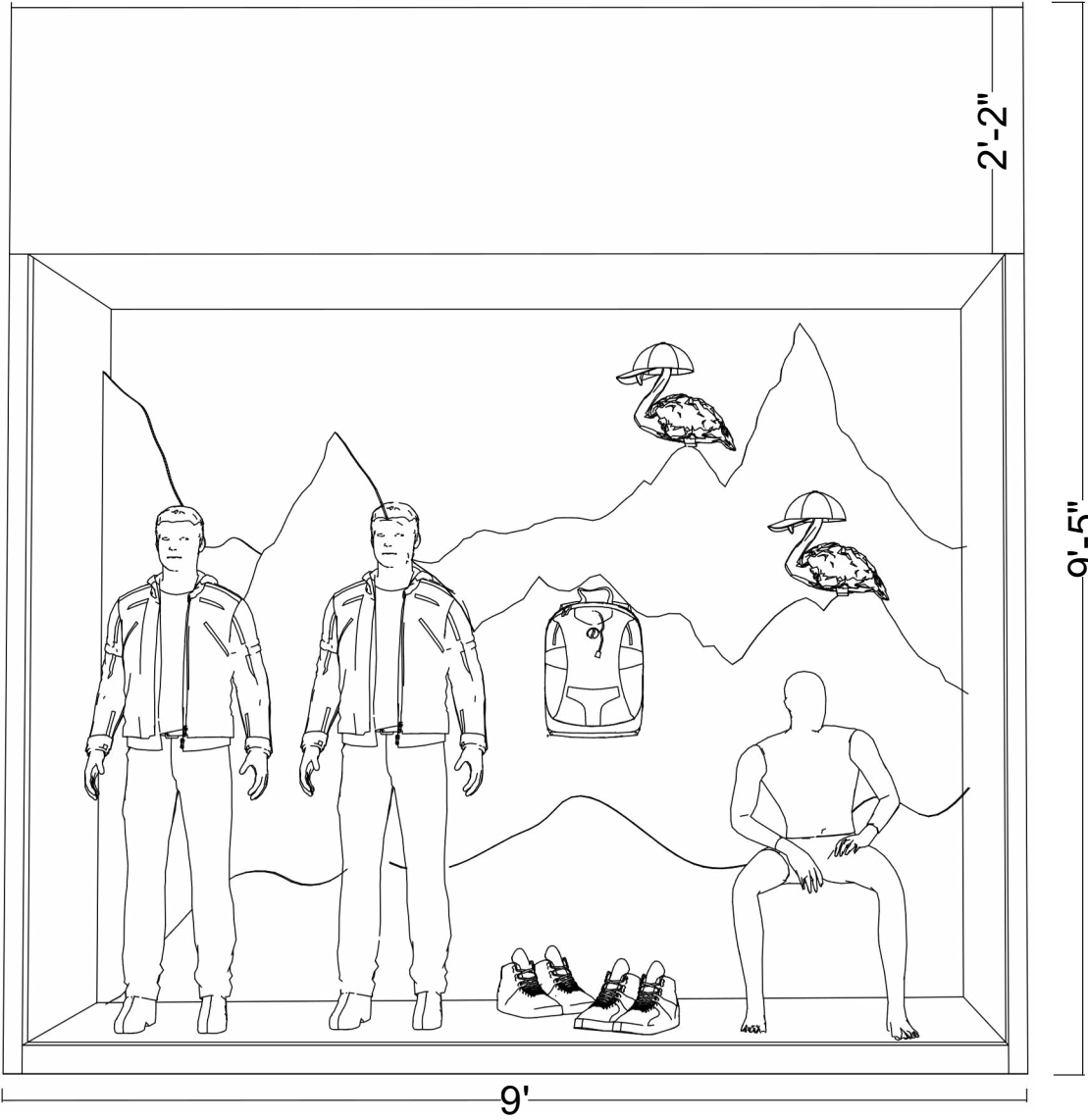


Fig51



## PRODUCT SHOWASHING IN THE WINDOW A





# RENDERS



Fig52



Fig53





## WINDOW B

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Pink Feathers in the tropical world

A flamingo duo on a world tour arrives at the Rajasthan,  
India , after their initial adventures in the Andes  
Mountains.



# CASE STUDIES TO EXPLORING PAPER CUT WINDOW DISPLAY



Fig54



Fig55



Fig56

Client: Pandora

Artist/Designer: Marlen Stawarz

Theme: "BE LOVE"

Medium: Paper cut art and paper modeling

Goal: To create a window display that interprets the "BE LOVE" theme and promotes a feeling of intuition, growth, and transformation.



Fig57

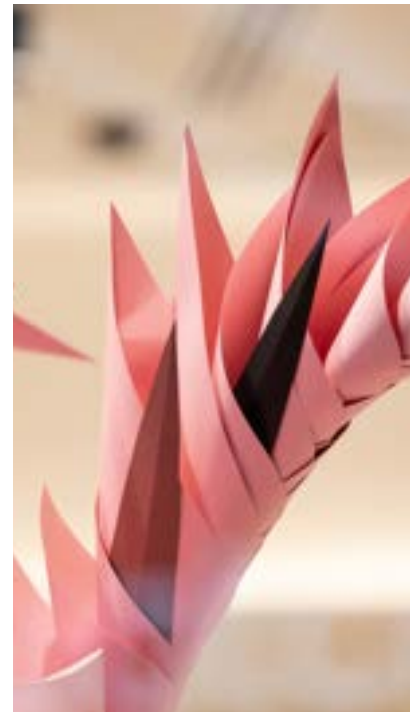


Fig59



Fig58

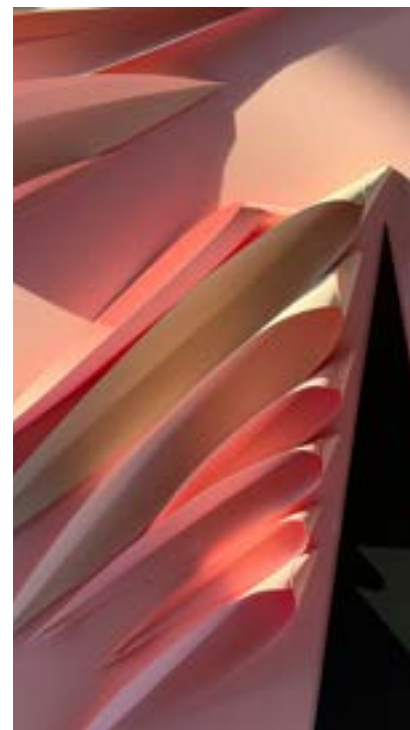


Fig60

**Concept:** The design uses delicate, flowing forms to express the movement and tenderness of love.

**Materials:** The display is a testament to craftsmanship, with each element individually cut, shaped, and modeled by hand from paper.

**Color Palette:** Shades of pink are used to represent the tenderness and movement of love, creating a soft and dynamic composition.

**Visual Impact:** The hand-crafted nature of the display provides a unique, artistic contrast to the mass-produced nature of retail, drawing the viewer in with its intricate detail.

**Storytelling through Art:** The case study should highlight how Marlen Stawarz's design tells a story that resonates with Pandora's brand identity.

**Value of Craftsmanship:** It demonstrates the impact of a handcrafted, high-effort approach in a retail environment often dominated by slick, impersonal displays.

**Bridging Art and Commerce:** This project is a great example of a successful collaboration between a major retail brand and an independent artist, showing how artistic vision can be leveraged for commercial success.

**Creating a Moment:** The window display is not just a static advertisement; it's an immersive experience that creates a "moment" for passersby and enhances their perception of the Pandora brand.



# CASE STUDIES TO EXPLORING PAPER CUT WINDOW DISPLAY



Fig61

**Client:** Little Greene (a British paint and wallpaper manufacturer).

**Artist/Designer:** Foldability, the studio of paper artist Kyla McCallum.

**Project Goal:** To create a series of window displays for Little Greene showrooms that promote their new wallpaper collection, specifically the one in partnership with the National Trust.

**Locations:** The displays were installed in multiple showrooms, including those in London, Paris, and Munich, showcasing the project's international reach.

**Theme:** The designs were inspired by the Little Greene wallpaper collection with the National Trust, which features contemporary designs based on historic patterns found in National Trust properties. This connection to history, heritage, and nature is a central theme.



Fig66



Fig62



Fig64

**Medium:** Paper art, including intricate paper cutting and meticulous assembly.

**Subject Matter:** The displays featured life-sized peacocks, birds, bees, butterflies, and flowers. This focus on flora and fauna directly ties into the themes of the National Trust and the natural inspiration behind the wallpaper designs.

**Craftsmanship:** Emphasize the high level of detail and hand-craftsmanship. The designs were made from thousands of intricately cut pieces of paper, which were then meticulously assembled.

**Composition:** The paper sculptures were mounted onto real tree branches, creating a three-dimensional, naturalistic scene that brought the flat wallpaper patterns to life. This blend of real and handcrafted elements is a powerful visual device.

**Color Palette:** The designs used paper in colors that complemented and promoted the new wallpaper and paint collection. This is a crucial link between the art installation and the retail products.



Fig63



Fig65

## Key Takeaways for the Case Study

**The Power of Artisanal Collaboration:** The project shows how partnering with a skilled artist can create a unique and memorable brand experience that a standard, mass-produced display could not.

**Bridging Heritage and Modernity:** Foldability's contemporary paper art style was a perfect match for Little Greene's new collection, which reinterprets historic patterns for a modern audience.

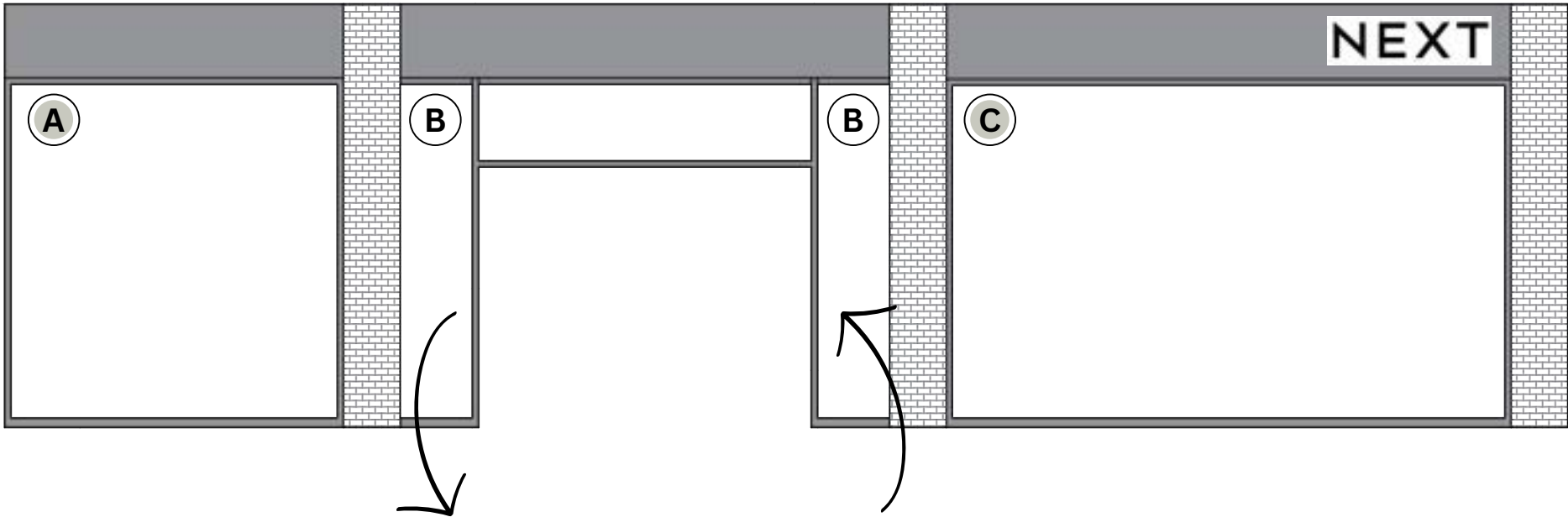
**From Product to Story:** The window displays successfully transformed the product (wallpaper) into a captivating story about nature, history, and meticulous craftsmanship, resonating deeply with the target audience.

**Multi-Sensory Experience:** While primarily visual, the displays hint at a larger, more immersive brand experience, inviting customers to explore the textures and colors of the products inside.



# Story of windows B : Feathers in the tropical world

📍 **Rajasthan, INDIA**      **Window B = WOMEN'S ACCESSORIES COLLECTION**



Window B n C: Pink Feathers of Rajasthan" - A Summer Oasis:  
A flamingo duo on a world tour arrives at the Rajasthan, India , after their initial adventures in the Andes Mountains.  
The flamingo duo's arrival at Rajasthan marks a stark contrast to their Andean adventure. The vast, reflective vibrant and warm landscapes of Rajasthan, India, specifically through the lens of the region's iconic architecture, rich textile traditions, and the elegant presence of migrating flamingos. offer a new visual narrative, emphasizing space and light after the mountainous terrain. Their journey continues, highlighting the diverse landscapes of their world tour and the unique experiences each location offers.

## PRODUCT SHOWWASHING IN THE WINDOW B



wanted to show off purse collection, so I used some beautiful flamingo feathers as a prop. The bright pink feathers really made the purses pop! It was a great way to highlight the unique details and quality of each bag. This collection is all about bringing together the beauty of nature and the artistry of fashion.



# Story of windows B : Feathers in the tropical world



Fig67



Fig68



Fig69

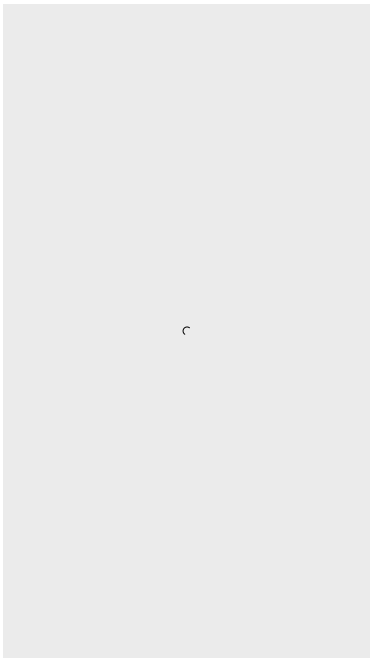


FIG68

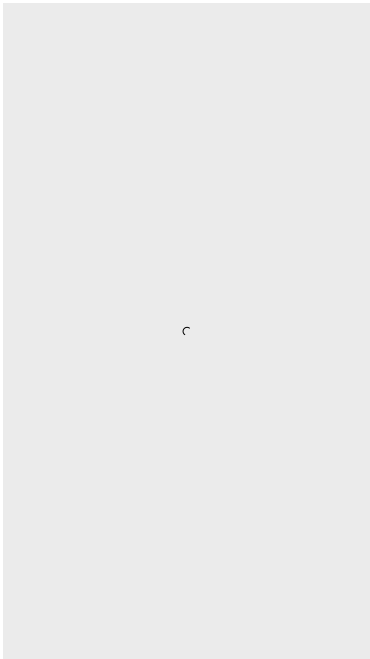


Fig69



Fig70



Fig71

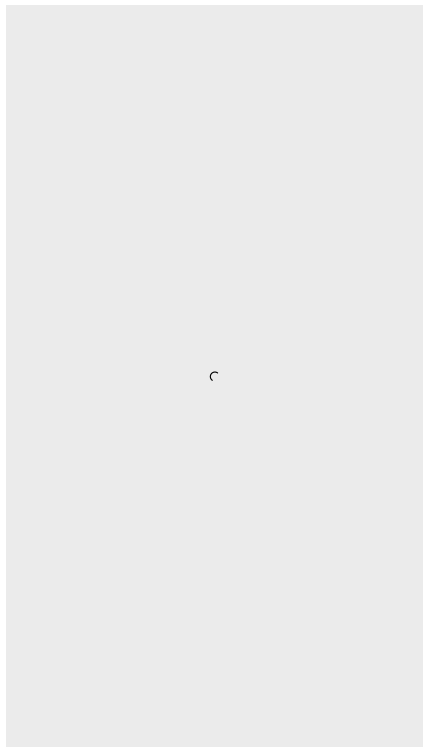


Fig72



Fig73



Fig74



Fig75



Fig76



Fig77

"I created this window display to make people feel like they're walking into a tropical paradise. I used big, green leaves for a cool, natural backdrop. To make it pop, I added some vibrant pink flamingo feathers. The combination of the calm green and the bold pink is so eye-catching. This display is all about blending the peace of nature with a fun, stylish vibe. It's a way to tell a story about finding beauty and escape right here."



# Story of windows B : Feathers in the tropical world

## Connection to Nature and Authenticity

### Direct Representation of Tropical Flora

The most fundamental reason is that this color combination is found everywhere in nature, particularly in tropical environments.

**Symbolism of Growth and Life** Green inherently symbolizes nature, growth, renewal, and vitality. By using this as a primary color for the backdrop or foliage, you are creating a feeling of lushness and life

## Color Theory and Visual Impact

### Complementary and Harmonious:

In a simplified color theory model, green and pink (as a lighter tint of red) are complementary colors, sitting opposite each other on the color wheel. This creates a high-contrast, visually striking, and dynamic effect. The contrast makes each color "pop" and intensifies the other, immediately grabbing the attention of passersby.

### Balancing Warmth and Coolness:

Green is a cool color, providing a sense of calm and a natural backdrop. Pink, derived from red, is a warm color that brings energy, playfulness, and a focal point to the display. The combination of these two opposing temperatures creates a balanced and harmonious palette that is both soothing and exciting



## Emotional and Psychological Associations

### Evokes a Sense of Joy and Playfulness:

The combination of green and pink, particularly in brighter shades, is often associated with a fun, whimsical, and celebratory mood. It creates a feeling of optimism and happiness that is perfect for a cheerful, escapist tropical theme.

The display's aesthetic immediately transports the viewer to a warm, exotic destination. It creates a sense of vacation, freedom, and escape, which is a powerful psychological tool for attracting customers and encouraging them to enter the store.

## Modern and Trend-Driven Appeal

**Trendy and "Instagrammable":** The green and pink color palette has seen a major resurgence in interior design, fashion, and branding. It is a highly "Instagrammable" combination that looks great in photos, encouraging social media shares and generating organic marketing for the brand.

**Familiar yet Fresh:** While a classic color pairing, its application to a tropical theme feels fresh and modern, avoiding the clichés of traditional tropical palettes (like bright yellow, orange, and blue). This demonstrates that the brand is current and design-forward.



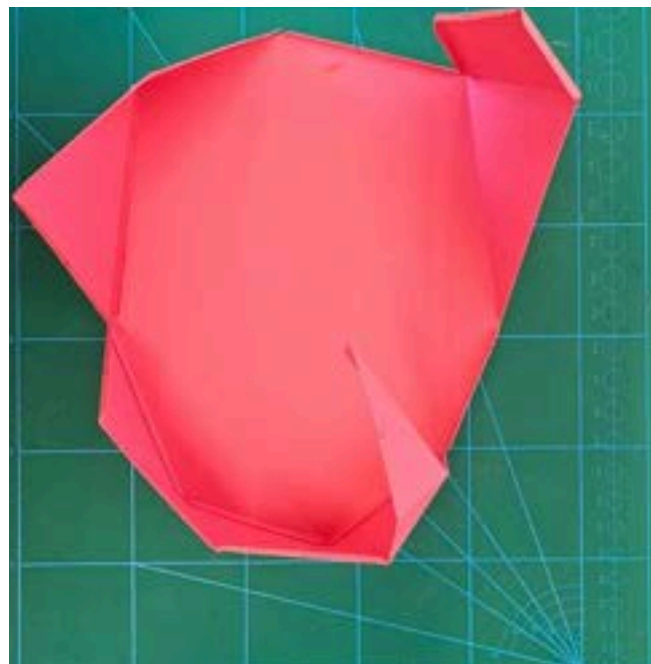


Fig78



Fig81

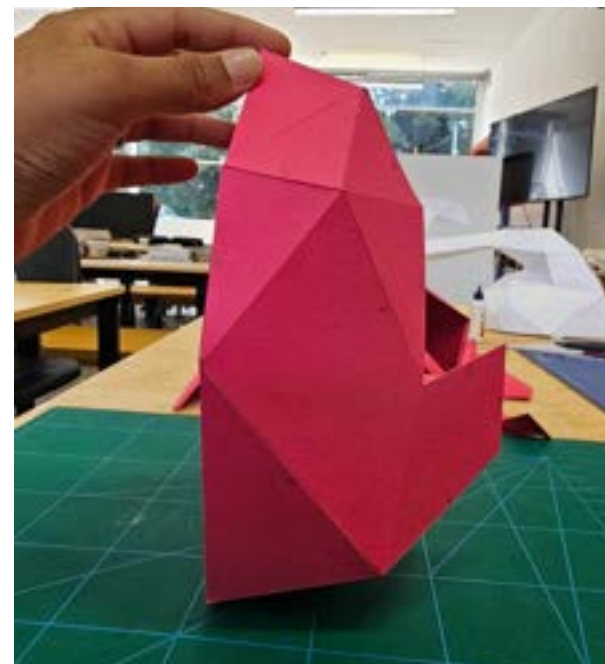


Fig82

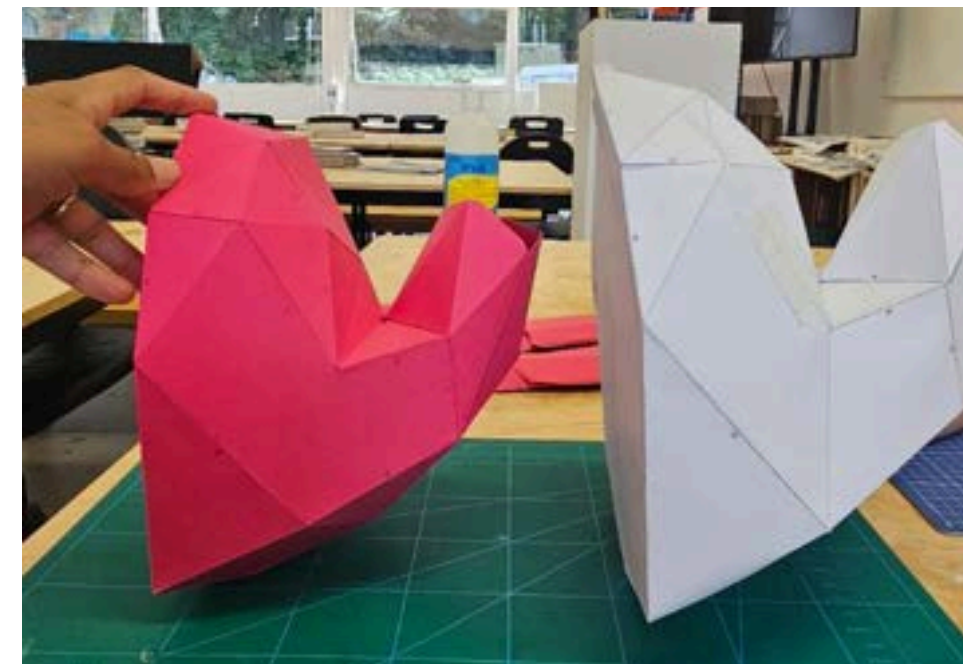


Fig83

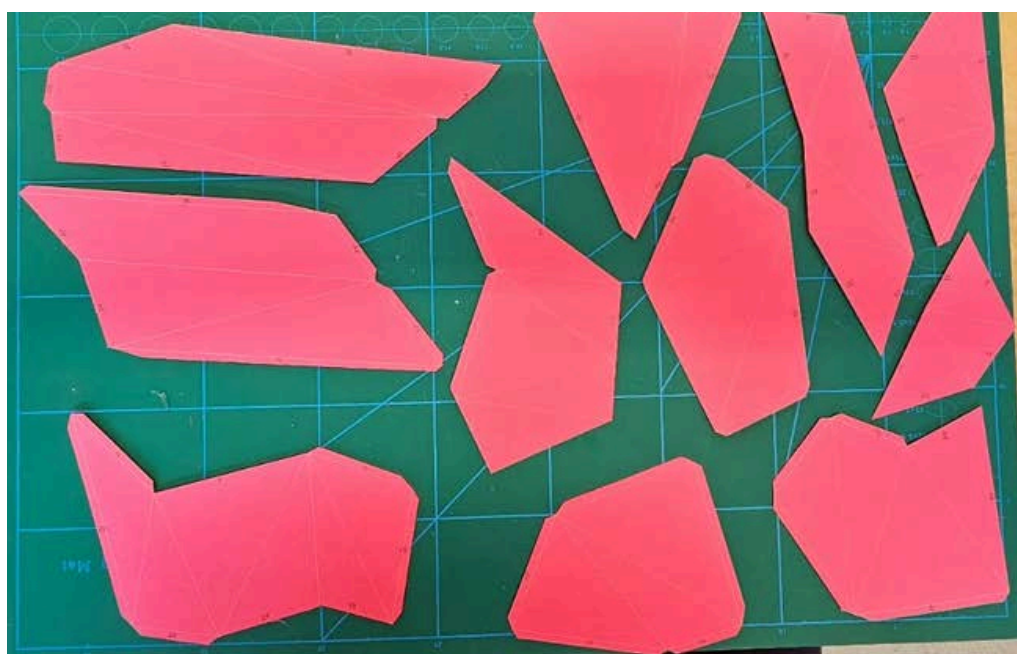


Fig79



Fig80

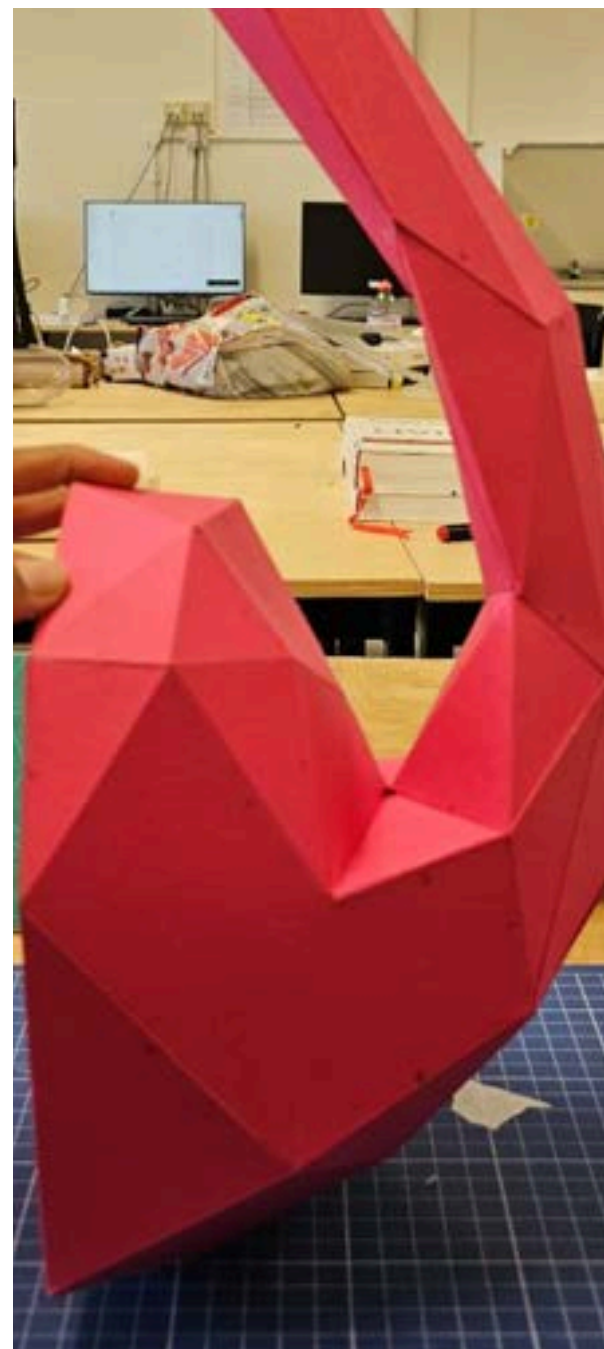


Fig84

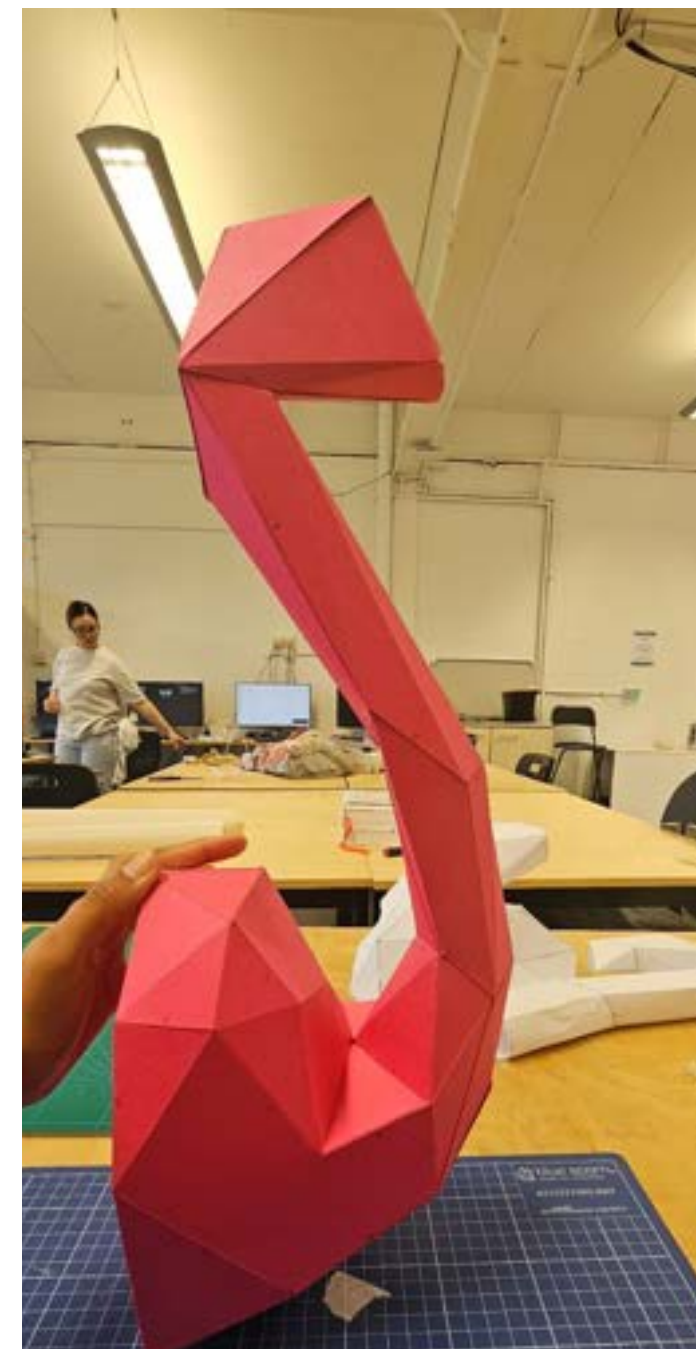


Fig85

For this project, I explored the intersection of craftsmanship and visual storytelling. My goal was to create an eye-catching window display featuring a of origami flamingos. This wasn't just about folding paper; it was a deep dive into experimentation and innovation. I started with traditional origami techniques but quickly began to modify them to achieve the right form and stability for the display. Each flamingo presented a unique challenge, from selecting the ideal paper weight to finding the perfect angle for the final fold. This iterative process of folding, testing, and refining allowed me to transform simple materials into a vibrant, cohesive artistic statement that brought the window to life.





Fig86



Fig89



Fig87



Fig90



Fig88



Fig91



Fig93



Fig92



Fig94



# Documentation



Fig95



Fig98



Fig99



Fig100

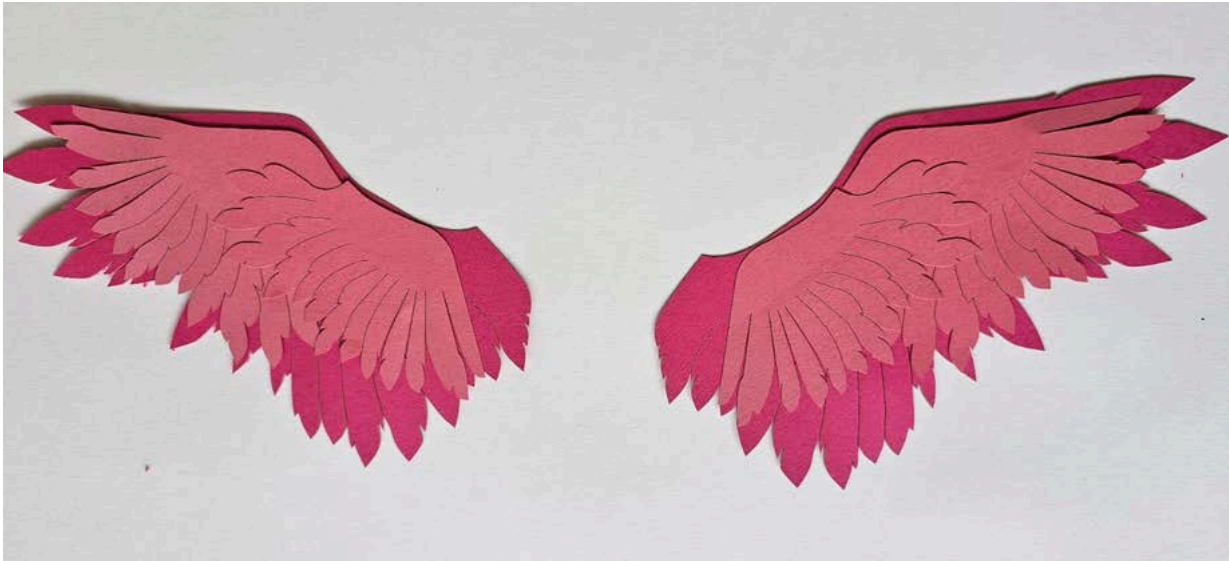


Fig96



Fig101



Fig102

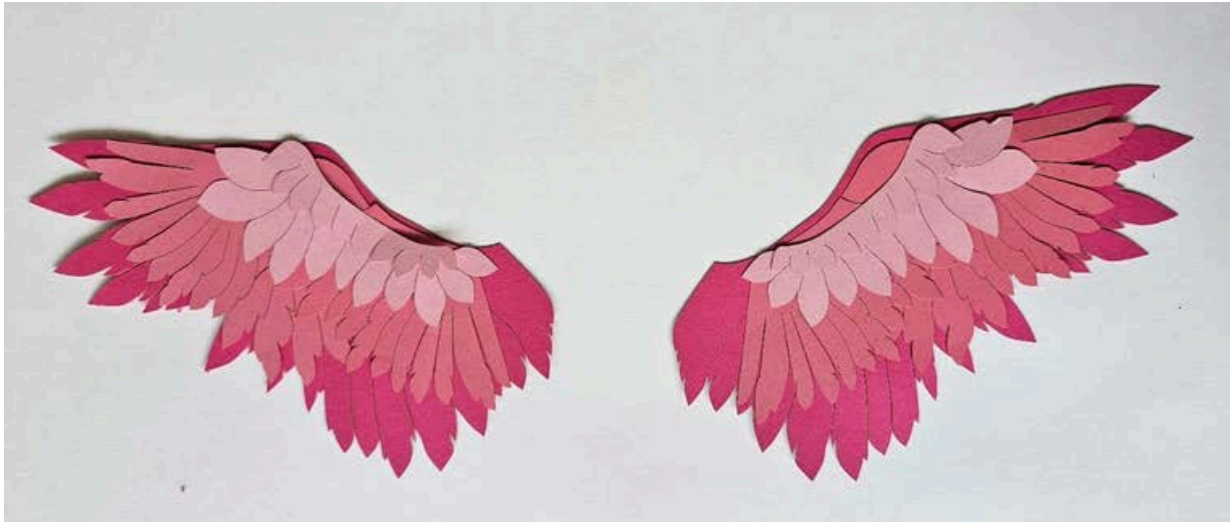


Fig97



Fig103



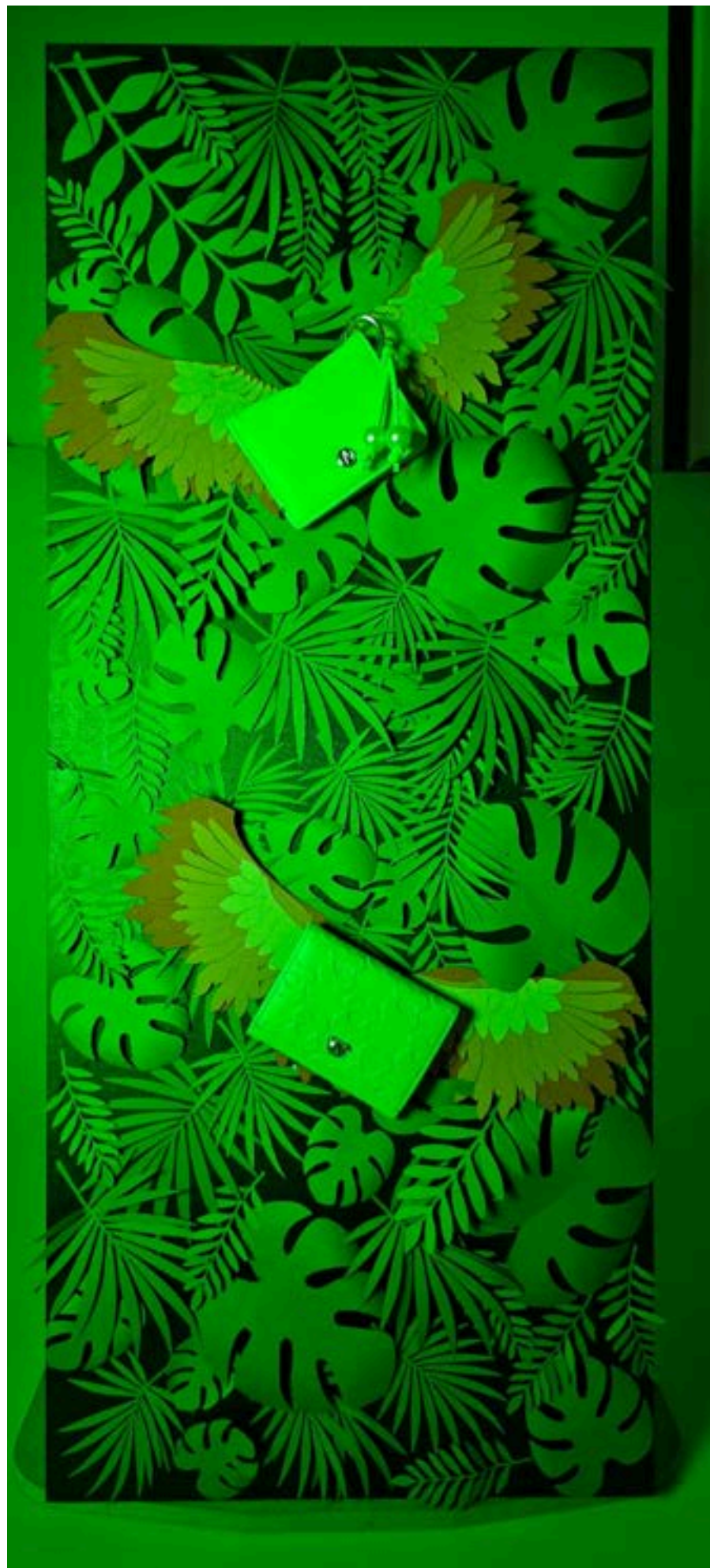


Fig104



Fig105



Fig106

In a university photography studio, experimenting with colored lights involves using gels to alter the mood and visual impact of images. By placing these filters over flashes or continuous lights, can create dramatic effects, enhance features, and evoke specific emotions through color.



# Photographs



Fig107



Fig108



Fig109

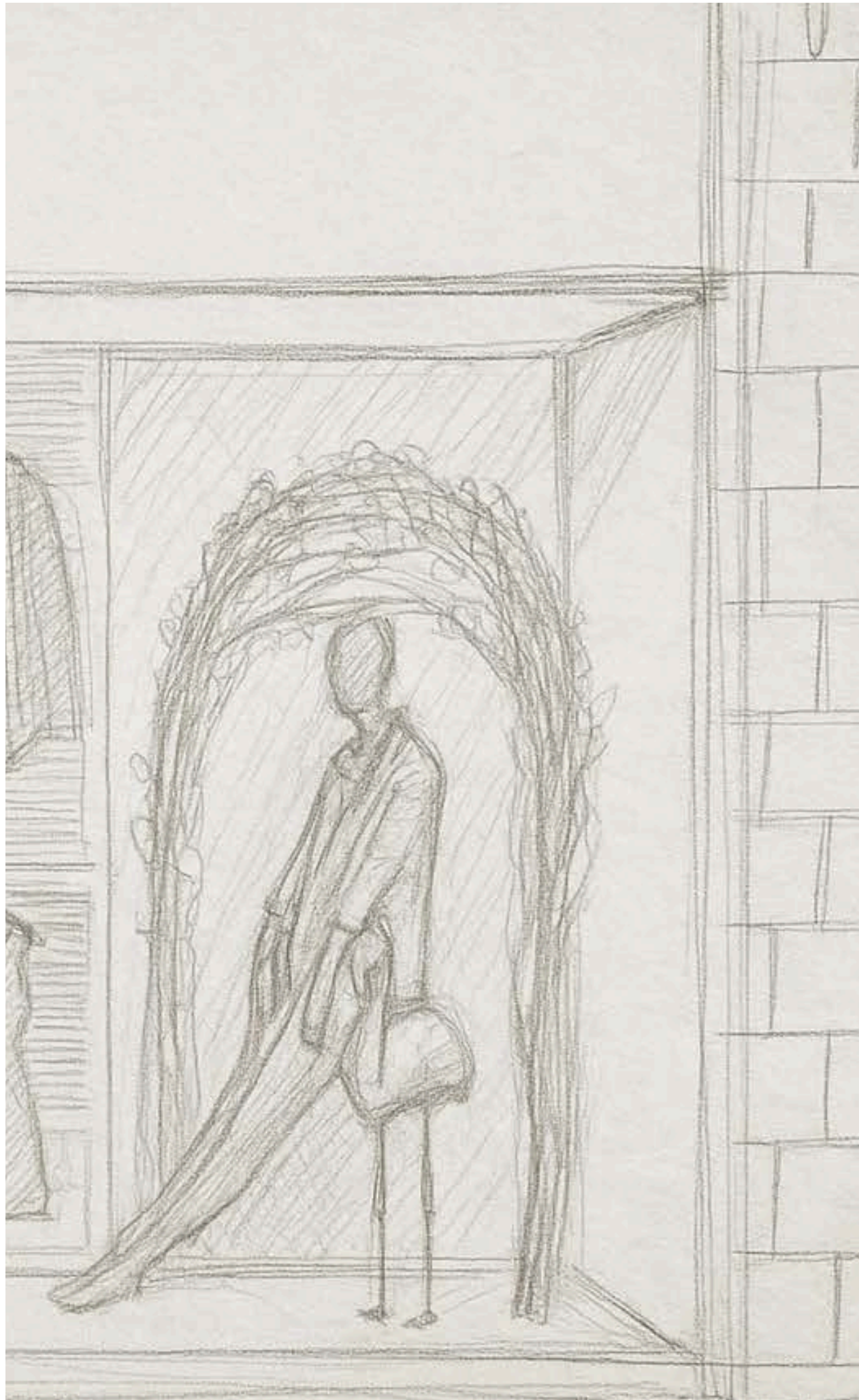


Fig110



Fig111





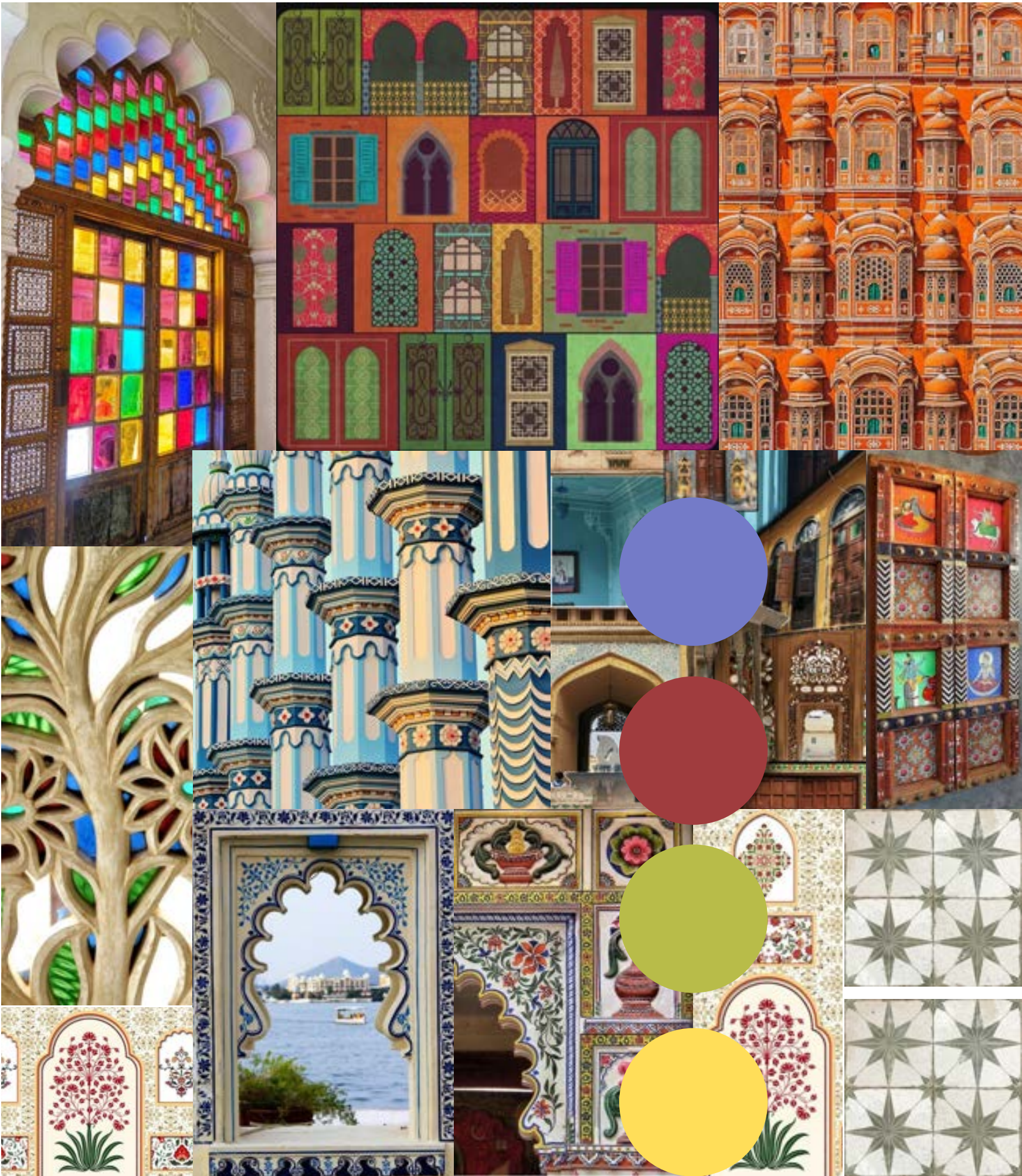
## WINDOW C

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Pink Feathers of Rajasthan" -  
A Summer Oasis:



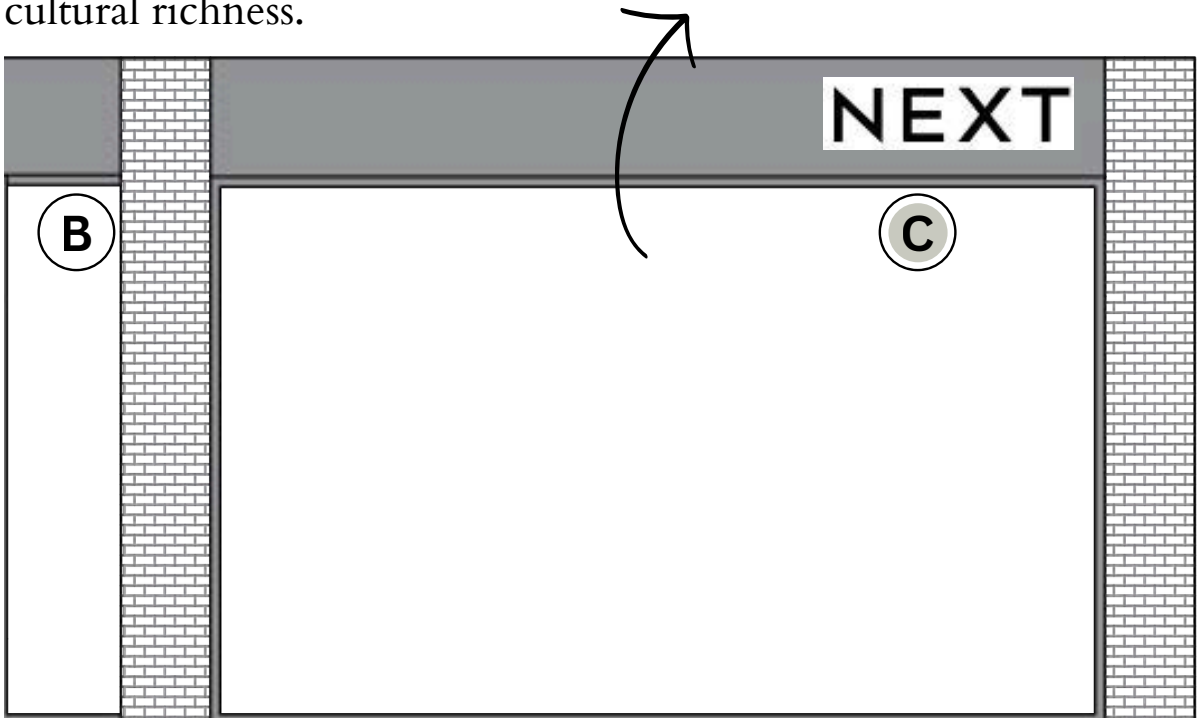
# STORY OF WINDOW C: FEATHERS OF RAJASTHAN – A SUMMER OASIS



## Rajasthan : INDIA

### Pink Feathers of Rajasthan" - A Summer Oasis:

The core idea is to create a visual journey to the vibrant and warm landscapes of Rajasthan, India, specifically through the lens of the region's iconic architecture, rich textile traditions, and the elegant presence of migrating flamingos. It aims to evoke a feeling of summer escape and exotic beauty, contrasting perhaps with the cooler climate of Canterbury and offering a burst of color and cultural richness.



### PRODUCT SHOWASHING IN THE WINDOW C





# STORY OF WINDOW C: FEATHERS OF RAJASTHAN – A SUMMER OASIS

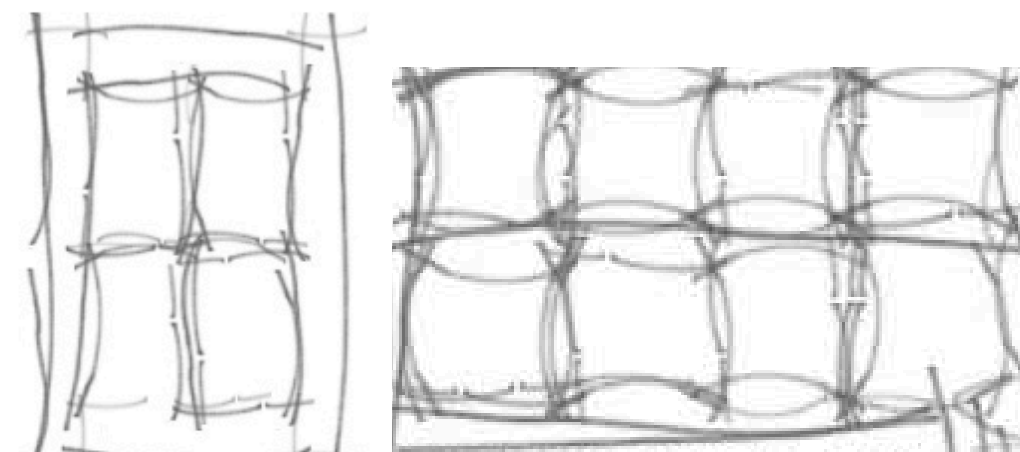


Fig113

Fig114



Fig115

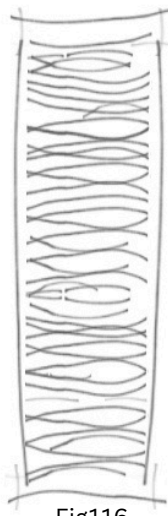


Fig116

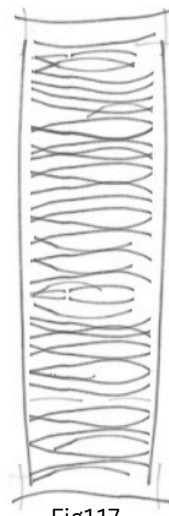


Fig117

COMBINATION OF DIFFERENT WINDOWS

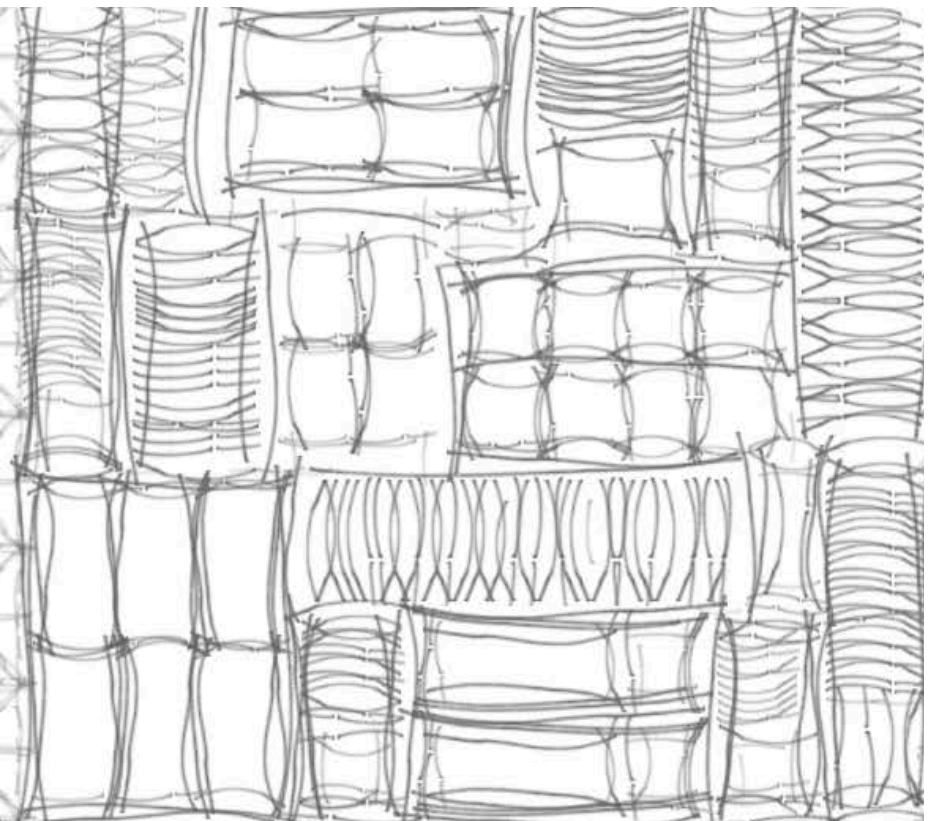


Fig118

TRYING TO MAKE A WINDOW BACKDROP

The vibrant spirit of Rajasthan comes alive in this window display. A striking jali pattern, meticulously crafted, forms the backdrop, its intricate lattice creating a dance of light and shadow. The arched and bay windows, common in Rajasthani architecture, frame the scene. Each window, with its delicate carvings and vibrant colors, tells a story of the region's rich heritage. Against this stunning backdrop, a flock of graceful flamingos stands, their vivid pink a beautiful contrast to the earthy tones of the jali. The display is a symphony of design and nature, a true celebration of India's aesthetic legacy.





# Experimentation with Materials and Pattern For Backdrop

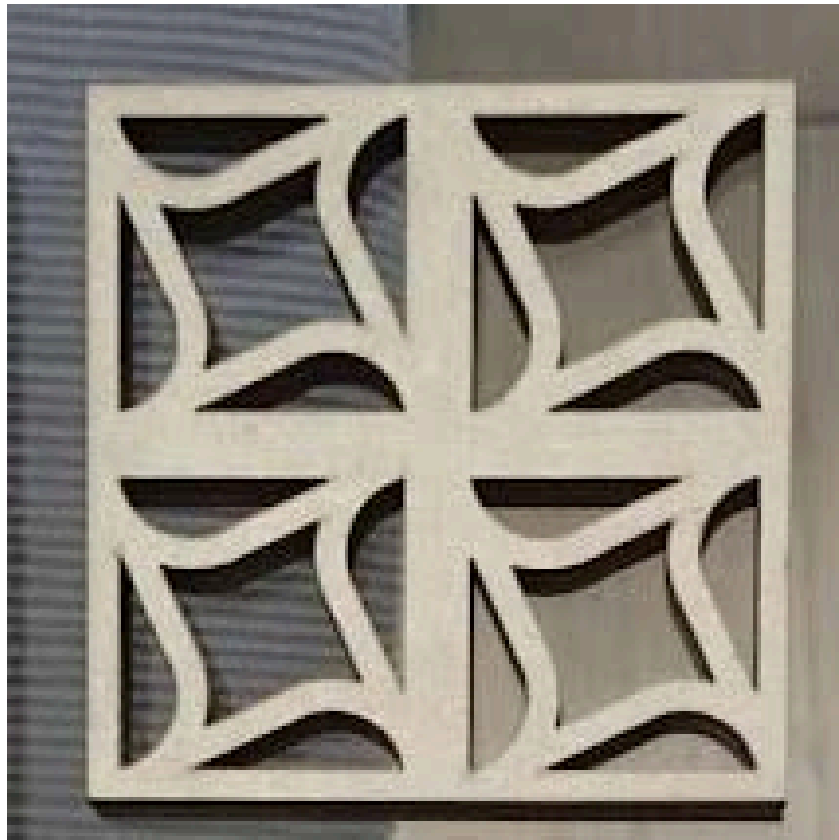


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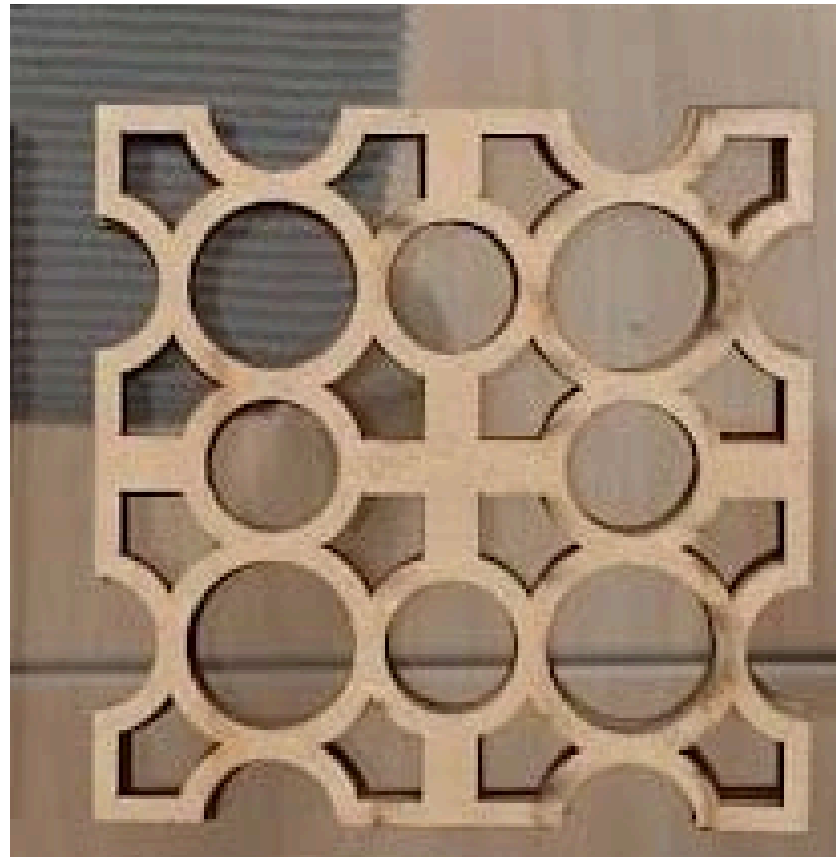


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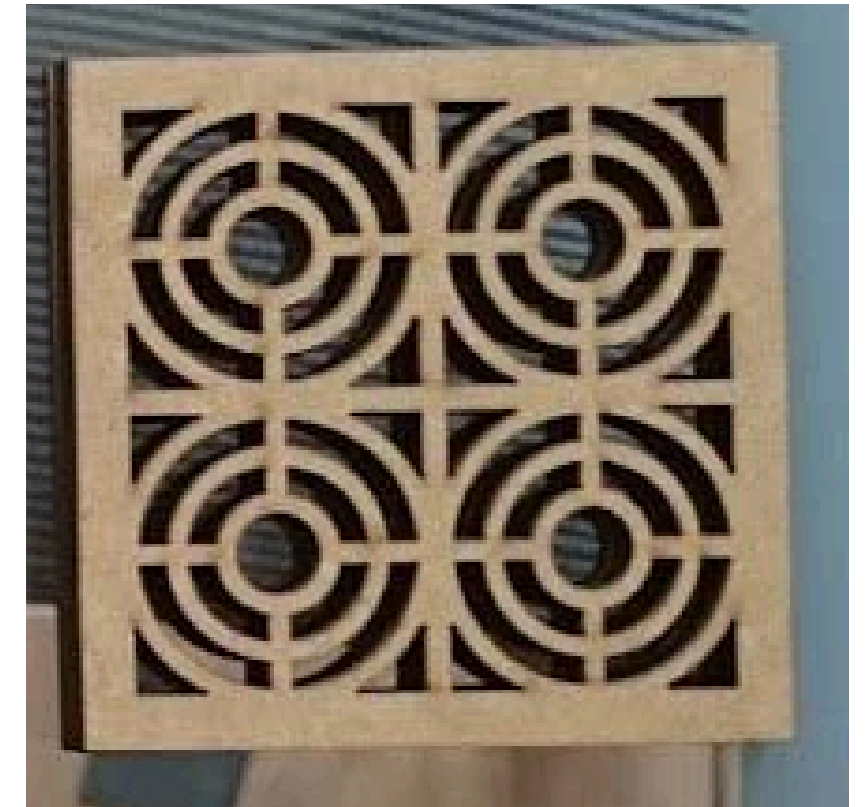


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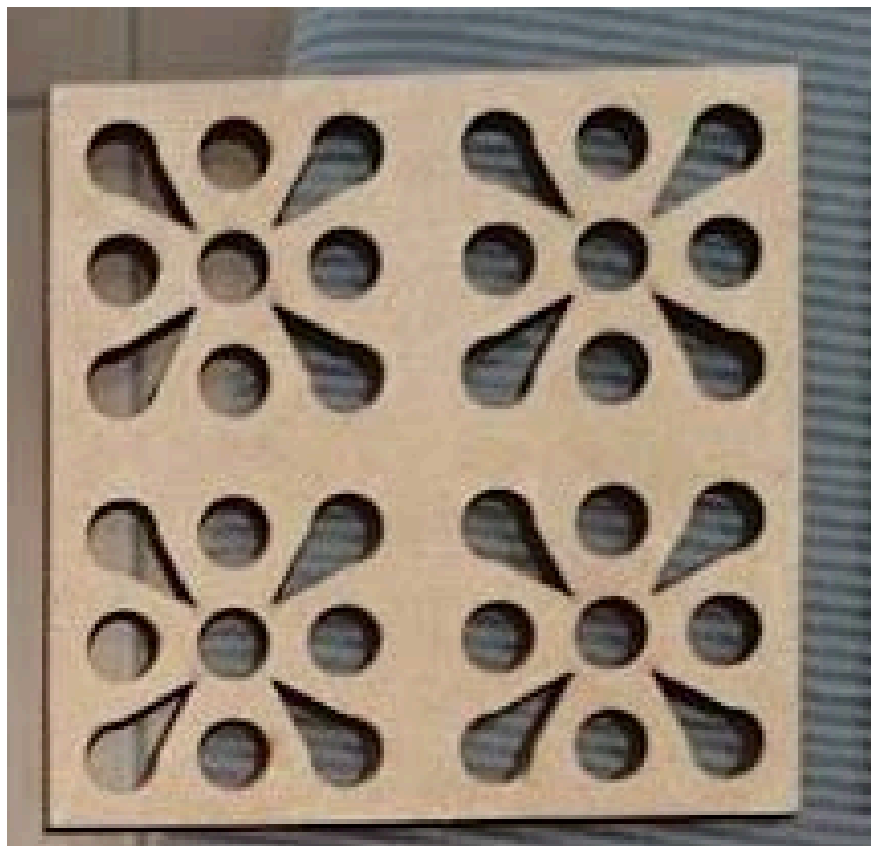


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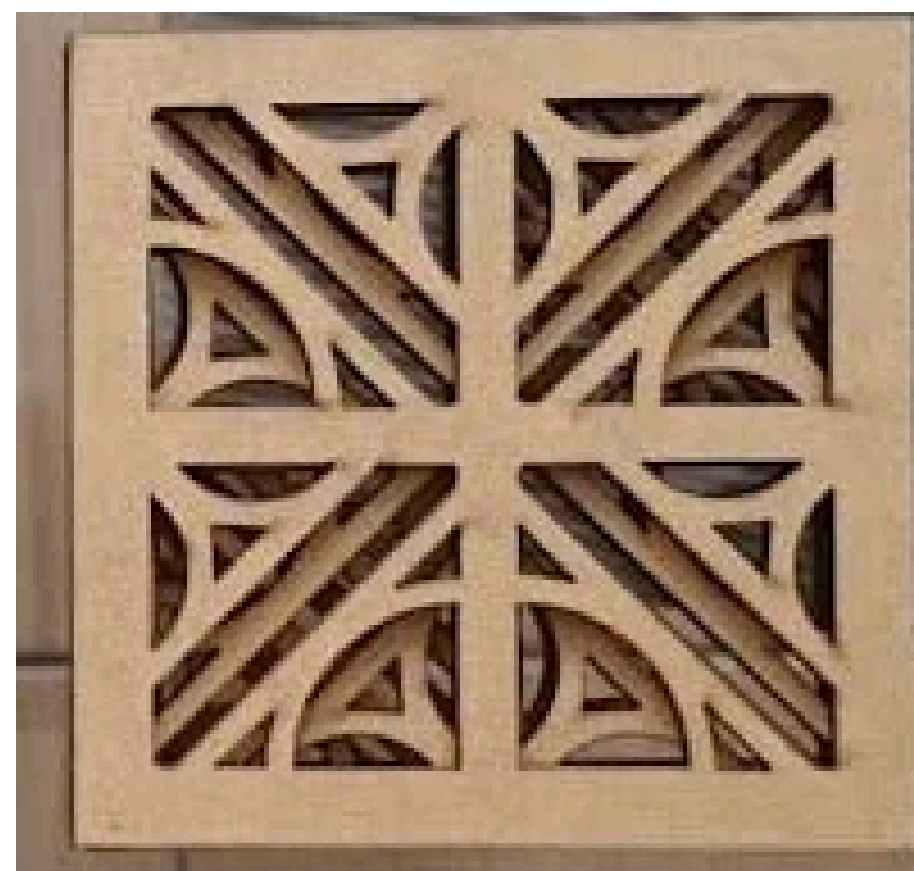


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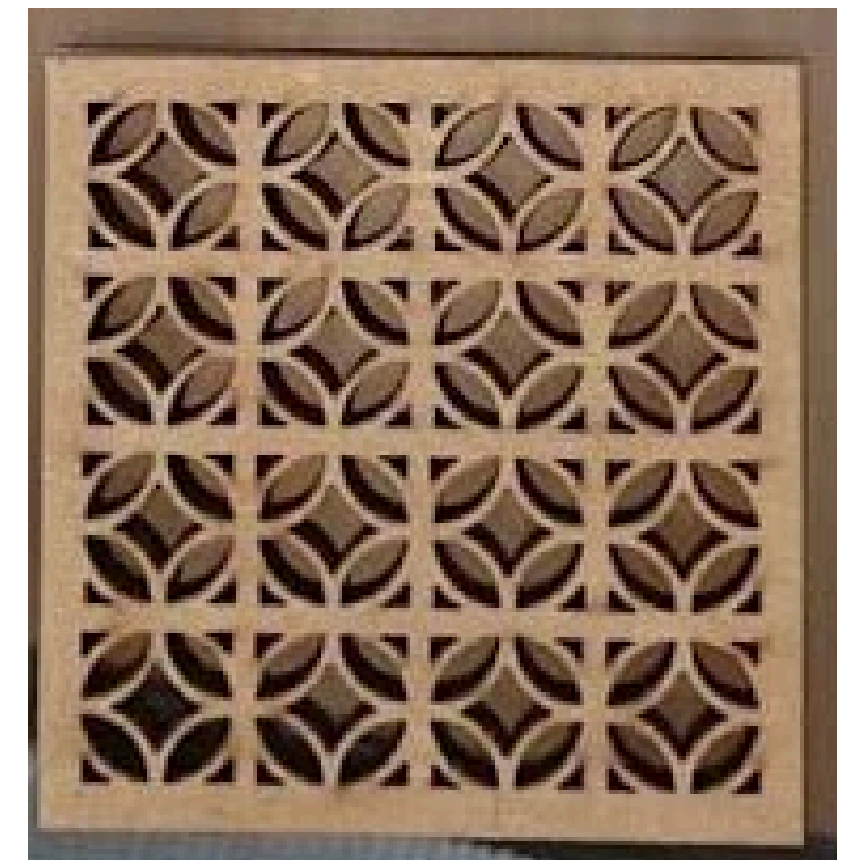


Fig118

EXPRIMENTATING WITH MDF MATERIAL  
LASER CUT DIFFERENT TYPES OF PATTERN OF JALI DESIGN TO REPRESENT WINDOWS OF RAJASTHAN AS A BACKDROP



# RENDERS



Fig124



# RENDERS

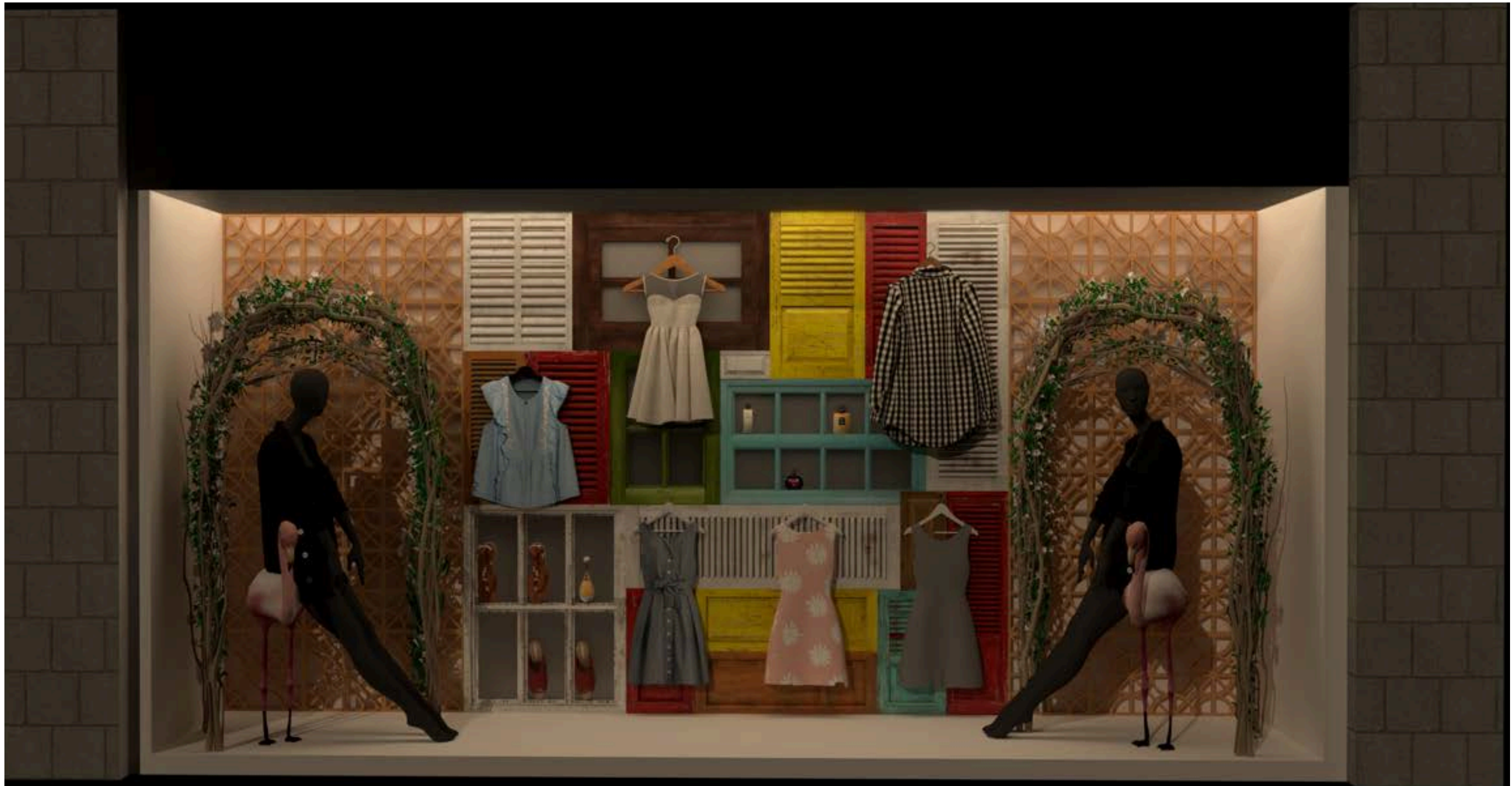


Fig125



# WINDOW D

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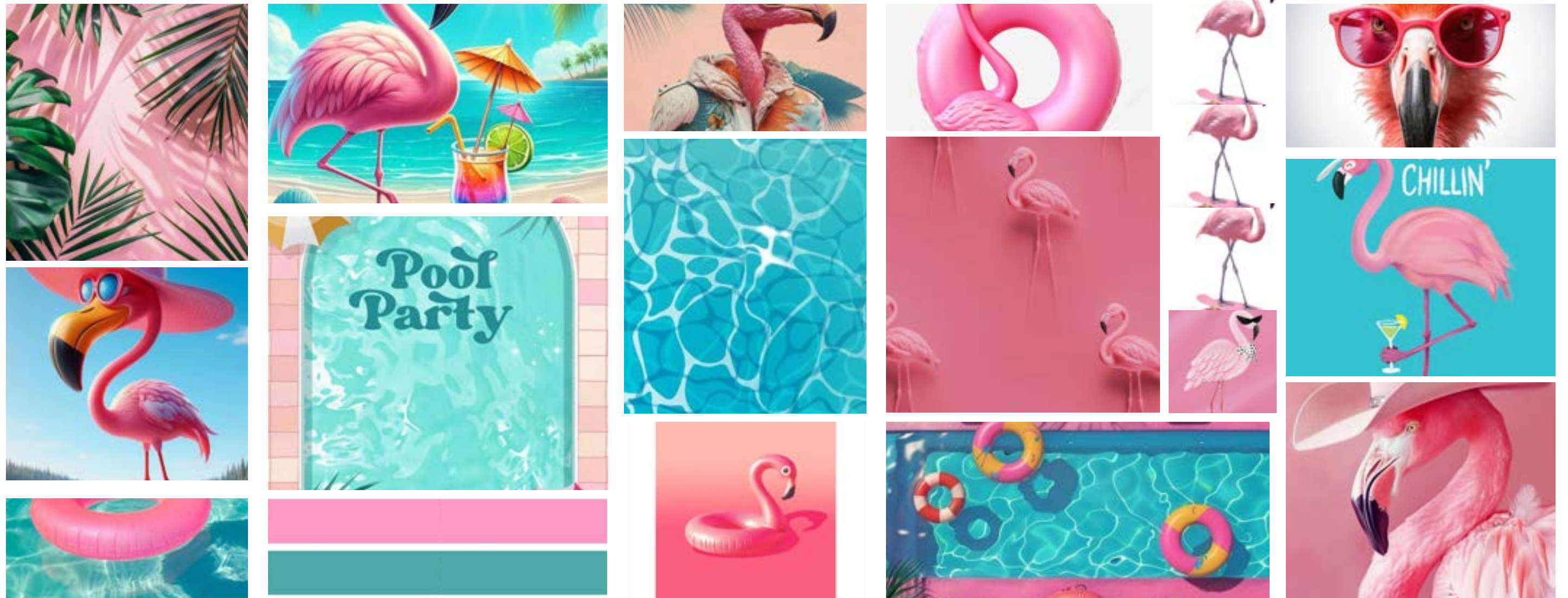
"Flamingo Fiesta! A Tropical  
Pool Party



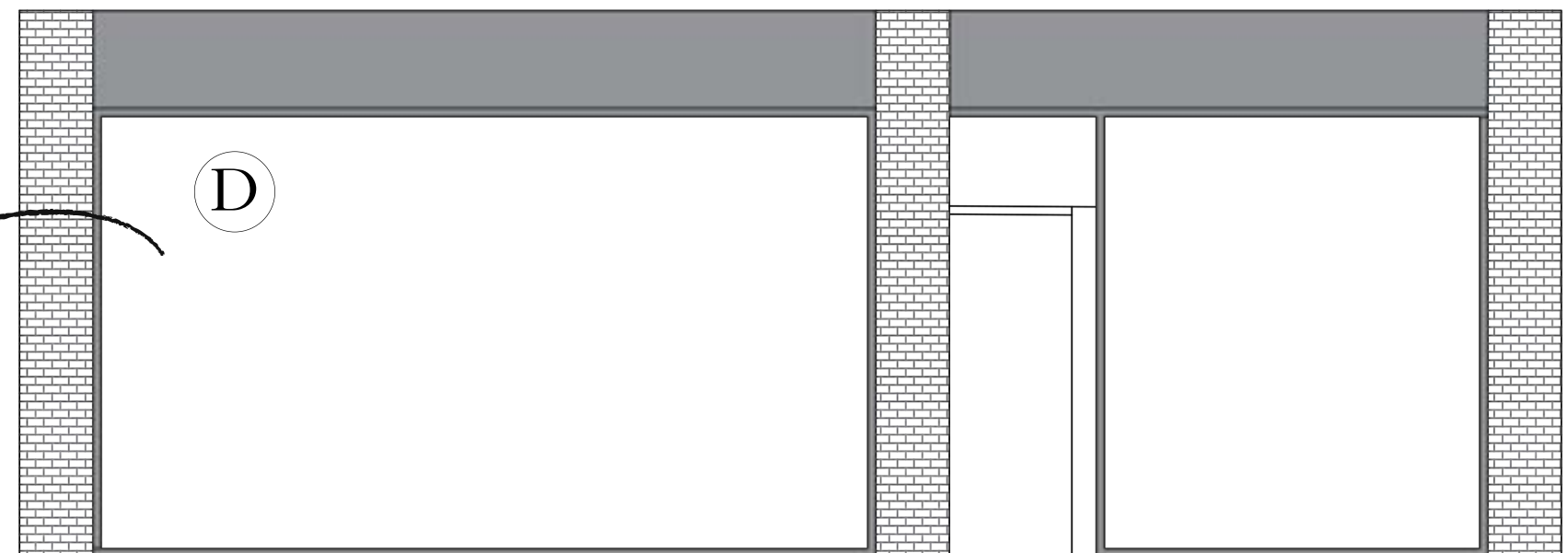
# Story of the windows D: "Flamingo Fiesta! A Tropical Pool Party"



## Window D = KID'S WEAR COLLECTION

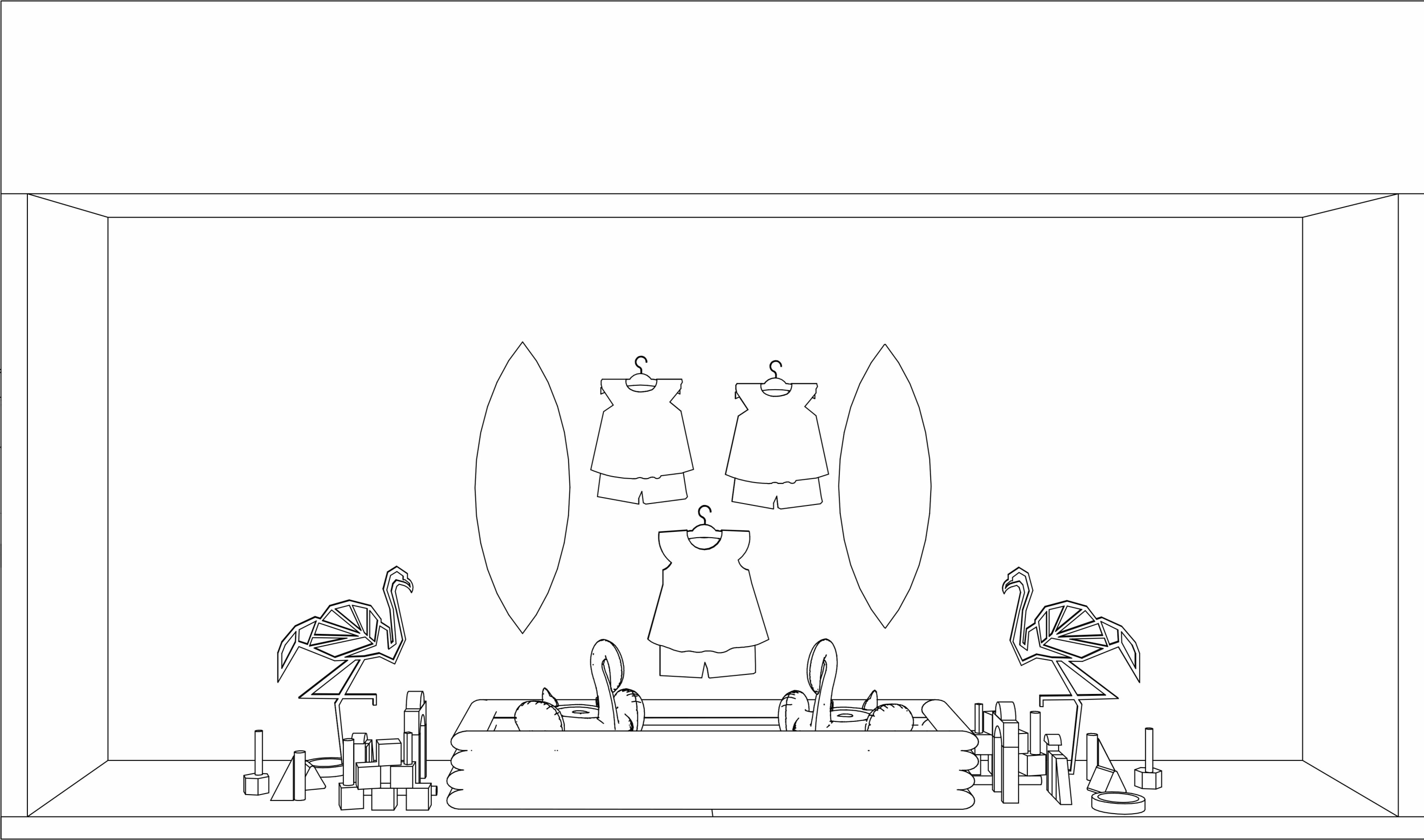


- "After their incredible journey from the soaring Andes to the bustling India, our fabulous flamingo friends, Flora and Finn, needed a break! Hearing whispers of the most amazing splash-tastic fun, they set their GPS (that's 'Great Pink Swims'!) for a legendary Tropical Pool Party!
- They landed in a paradise of sparkling turquoise waters, surrounded by swaying palm trees and the sweet scent of exotic flowers. And guess what? They found the perfect outfits for the occasion!





Story of the windows D: "Flamingo Fiesta! A Tropical Pool Party"



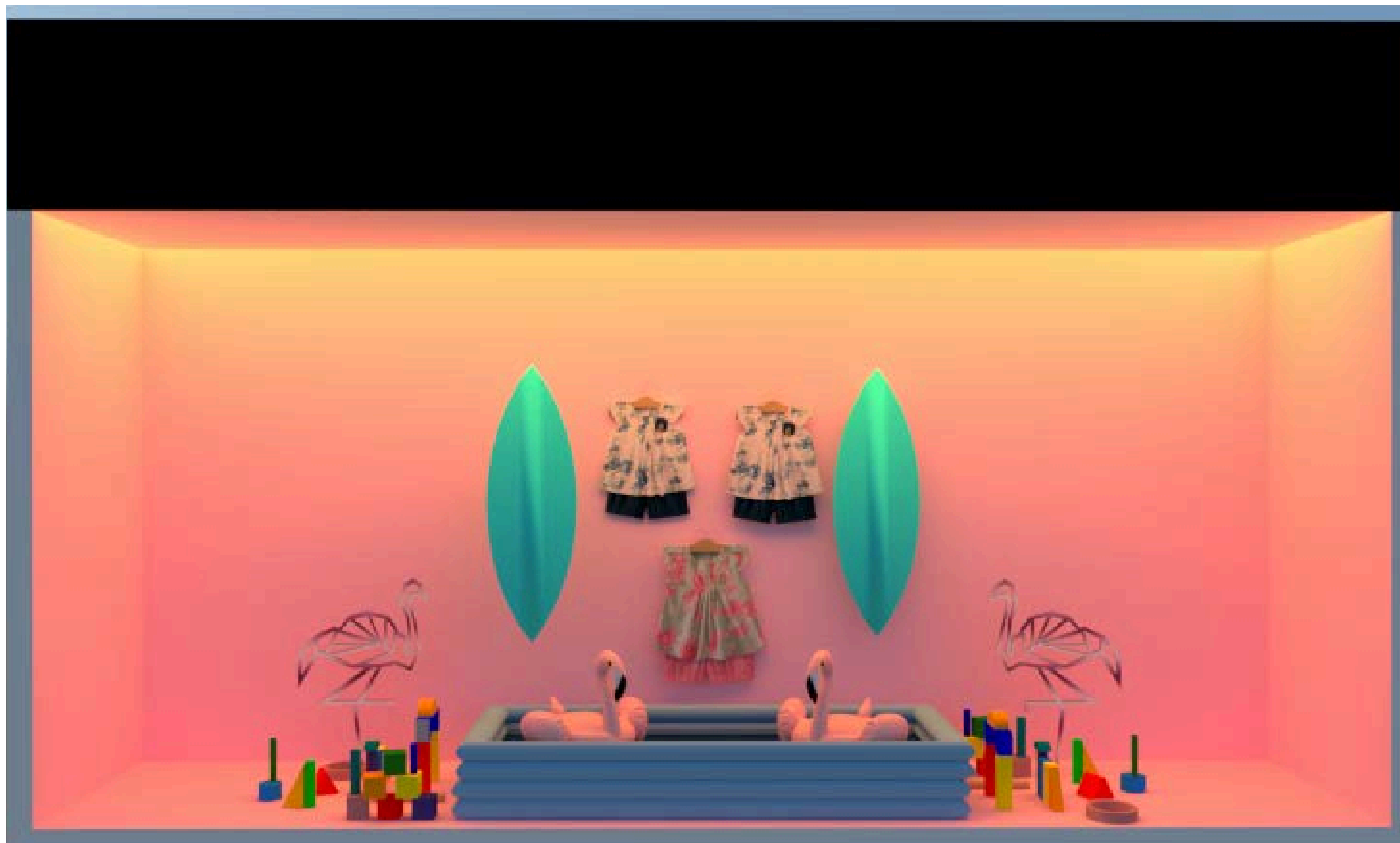
15'

2'

7'6"



RENDER

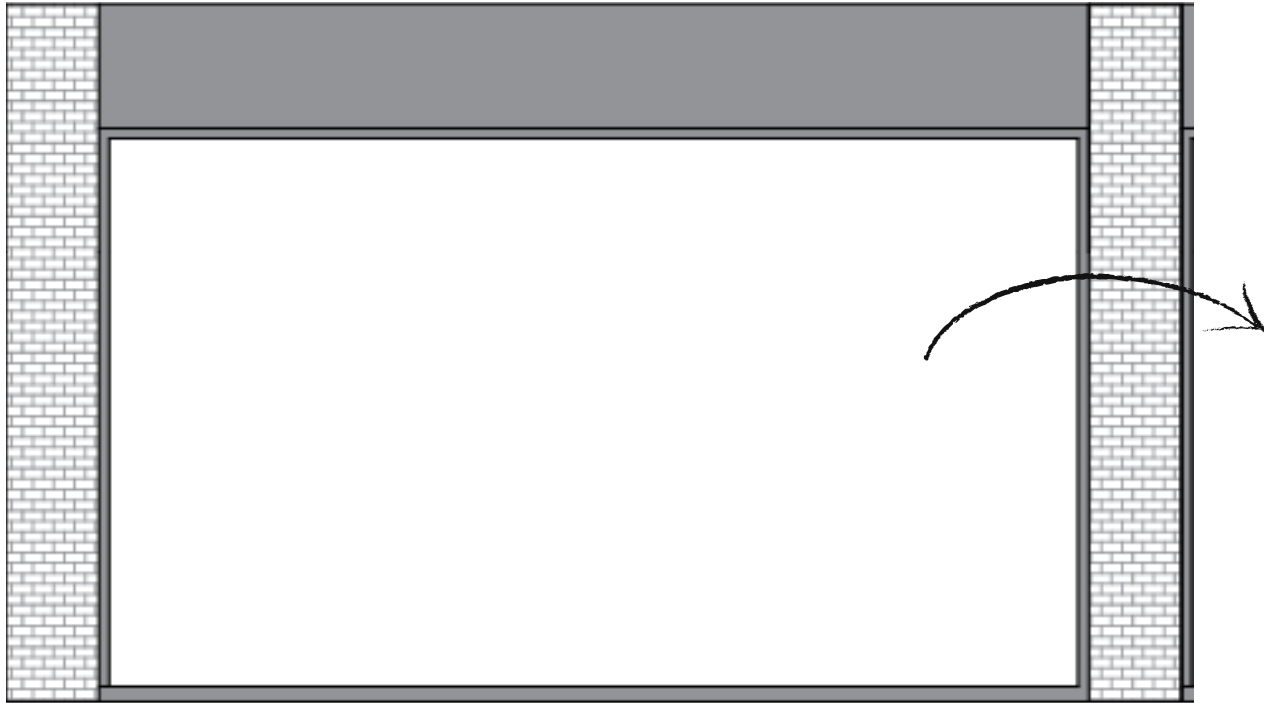




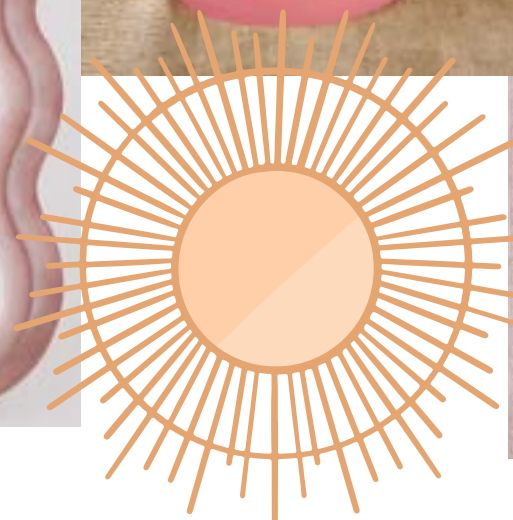
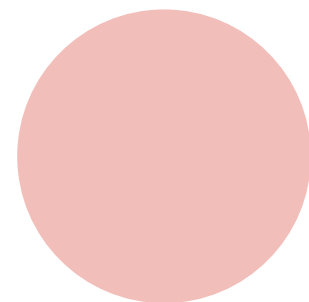
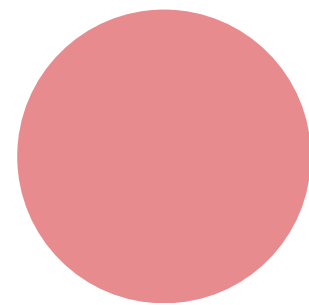
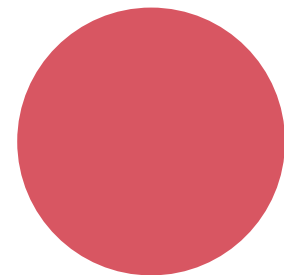
# Story of the windows E : The Homecoming Chorus: A Flamingo's Pink Paradise



## Window E = HOME DECOR COLLECTION

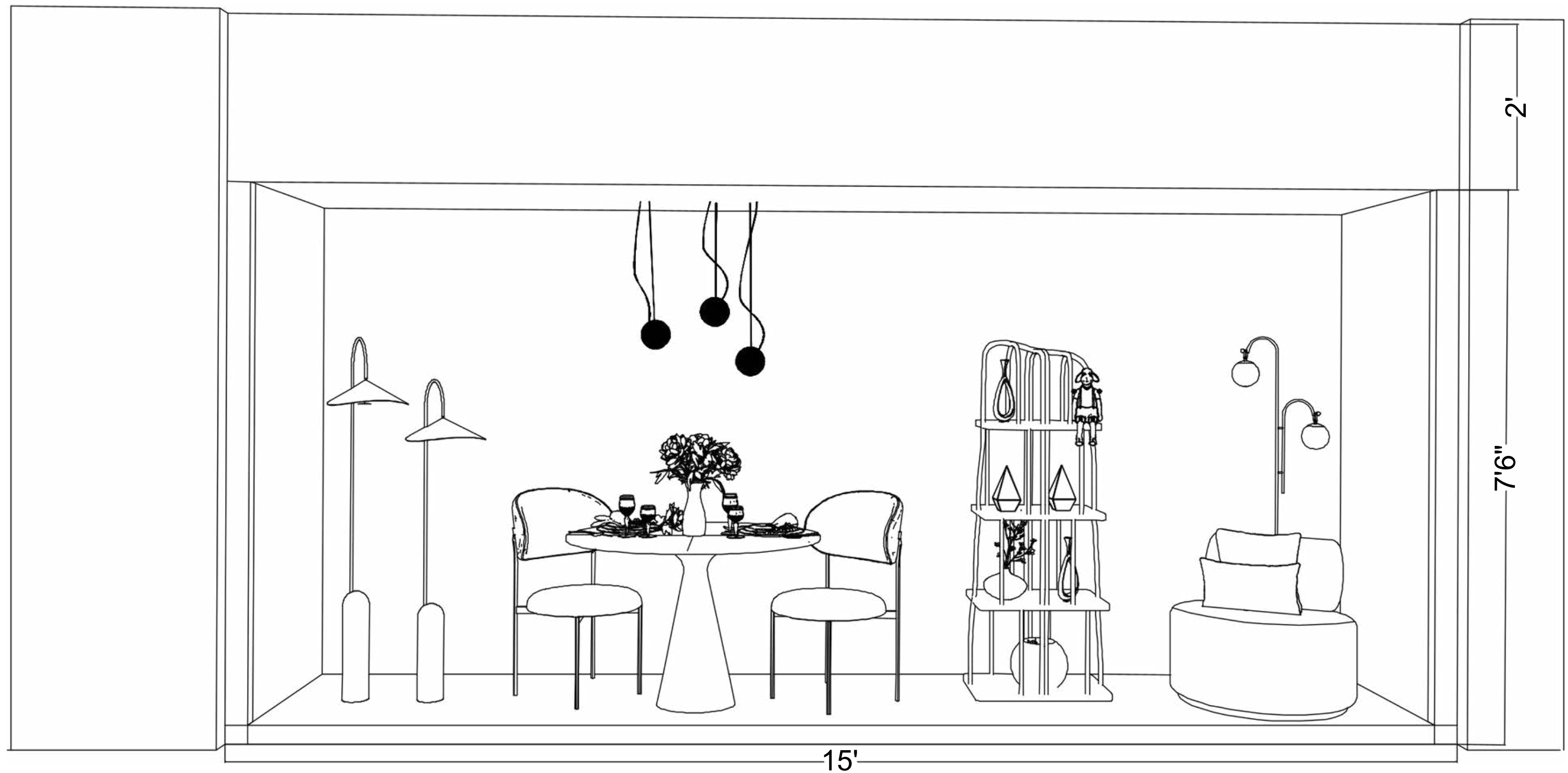


- Having traversed vast oceans and vibrant landscapes on their incredible world tour, our elegant flamingo duo has finally returned to their cherished pink paradise. Here, the water whispers tales of plenty, family calls echo contentment, and rosy reflections paint a heartwarming welcome. More than just a location, it's a profound feeling of belonging, the quiet joy of reunion, and the peaceful satisfaction of a journey's end.
- In this tranquil haven, rest and renewal await, underscored by the enduring beauty of home. Their grand adventure concludes not with fanfare, but with a gentle settling, a subtle recognition of familiar sights, the unspoken comfort of kinship, and the deep peace of finally being home – the whispers of this pink paradise their constant guide.





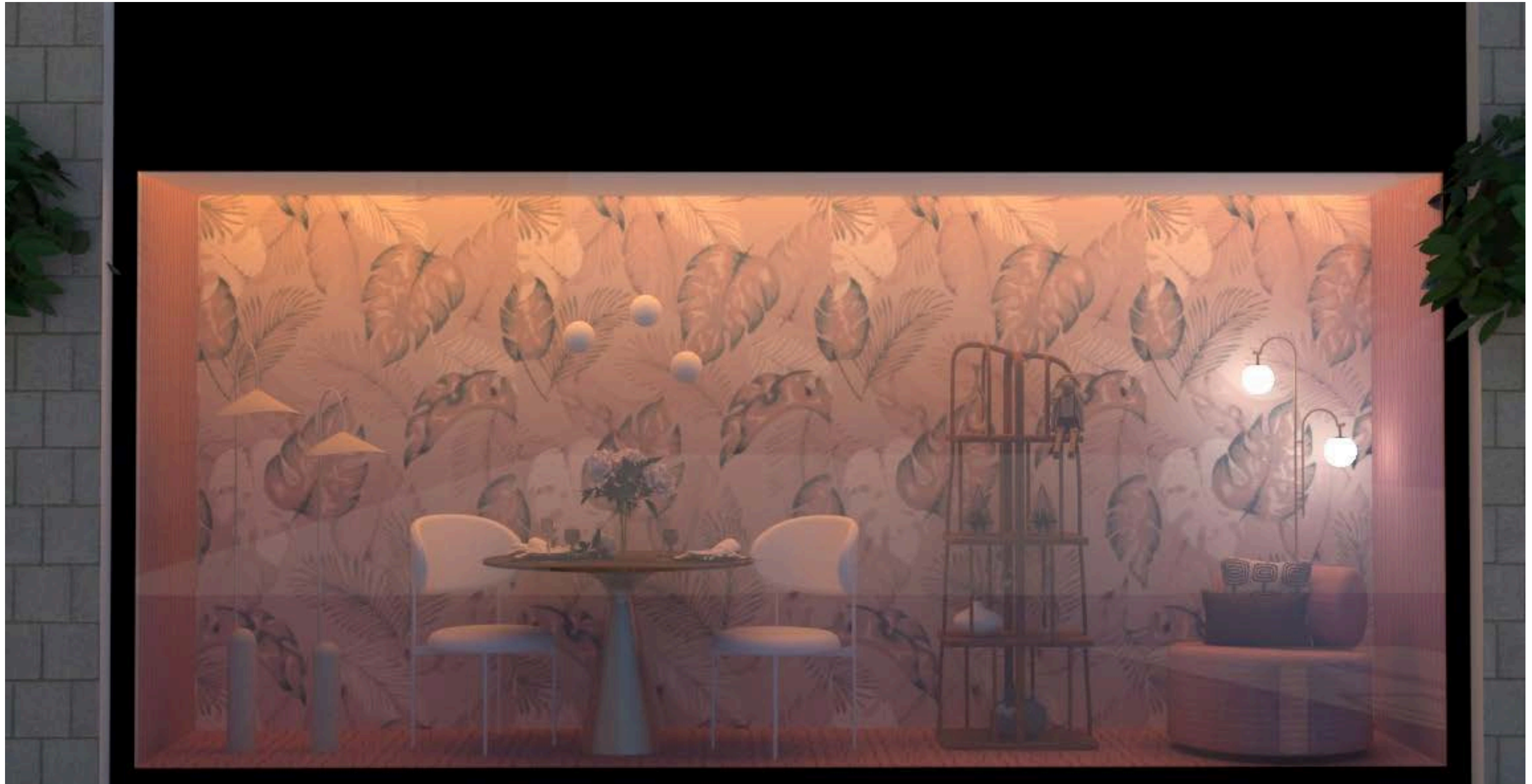
# Story of the windows E : The Homecoming Chorus: A Flamingo's Pink Paradise



To create a window display showcasing a range of cozy and comforting home accessories, inspired by the theme of returning home and finding tranquility, drawing inspiration from a narrative about returning flamingos.



# RENDERS





<div><div>NAJUKA PATIL</div><div>INTERIOR DESIGNER</div></div>		<div><div>+44 7823722639</div><div>nehapatil0602@gmail.com</div><div>30 sussex avenue,CT1 1RZ</div></div>	
<div><div>PROFESSIONAL SUMMARY</div><div>A diligent and adaptable individual with a passion for contributing to organizational success through dedication and continuous improvement. Driven by a desire to expand knowledge and gain valuable experience. I am eager to tackle challenges and collaborate effectively to achieve both personal and organizational goals. Open to learning and development, I aspire to grow professionally while making a meaningful impact.</div></div>			
<div><div>SKILLS</div><div><div><div>• Space Planning &amp; Layout Design</div><div>• Concept Development</div><div>• 3D Rendering &amp; Visualization</div><div>• Furniture &amp; Material Selection</div><div>• Budget Management</div><div>• Sustainable Design Solutions</div><div>• Drafting in AutoCAD.</div><div>• Good knowledge in 3d software's</div></div><div><div>DESIGN TOOLS</div><div><div>• Sketchup</div><div>• AutoCAD</div><div>• Photoshop</div><div>• Microsoft excel</div><div>• Microsoft world</div><div>• Power point</div></div></div></div></div>		<div><div>EDUCATION</div><div><div><div>Masters (MA) in Interior Design</div><div>University for the creative arts Canterbury UK (2025)</div></div><div><div>Bachelor in interior design</div><div>INIFD Deccan, Pune India (2024)</div></div></div><div><div>EXPERIENCE</div><div><div><div>INTERIOR DESIGNER</div><div>2024</div><div><div><div>• Communicated with contactors ,homeowners , builders, and other clients regarding major and minor projects.</div><div>• Managed and tracked clients order , supervised installations , assured quality and addresed clients complaints.</div><div>• Provided proposals and estimates for project and scheduled consultations.</div><div>• Reviewed floor plans to ensure compliance with state and federal regulations and ensured contractors met specifications.</div></div></div><div><div>INTERIOR DESIGN INTERN</div><div>2023</div><div><div><div>• Supported design team with project research, mood boards, and client presentations.</div><div>• Assisted with floor plans and 3D visualizations for client proposals.</div><div>• Participated in client meetings to discuss project requirements and design progress.</div><div>• Assisted in maintaining material library and sourcing samples for ongoing projects.</div></div></div></div></div></div></div></div>	

# WORK INTEREST

- **Lucky Fox:** An award-winning retail design and brand activation agency, Lucky Fox specializes in translating brand DNA into creative and immersive experiences. They design, produce, and install window displays, in-store creative, and other brand activations for leading retailers.
- **Planarama:** Based in London, Planarama is a visual merchandising agency with extensive industry knowledge. They create everything from window displays and in-store fixtures to events and pop-ups. They have worked with clients like The British Museum and Hummingbird Bakery.
- **Harlequin Design:** This London-based commercial and retail design agency is well-known for its work in visual merchandising. They offer a range of services to create captivating retail spaces.
- **Minki Balinki:** Specializing in retail design, Minki Balinki designs, produces, and installs award-winning visual displays for windows, in-store promotions, exhibitions, and events. They are known for their inventiveness and knowledge of materials.
- **ADP Distribution:** A visual merchandising company that focuses on the strategic layout and design of in-store displays and POS (Point of Sale). They work to maximize a brand's exposure and ensure products are presented in an appealing, organized, and effective manner.



# ILLUSTRATION

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