

TANUSHREE SINGH



**National Institute of
Fashion Technology, (NIFT)
New Delhi**

E-Mail: tanushree2092@gmail.com

Contact: 9958072556

DOB: 20th April 1992

Current Address: 118, HCL Towers,
Sector-62, Noida, UP

ABOUT ME:

Passion for doodles and pin point drawings
Interest in Adobe Illustrator, Photoshop and
InDesign,

IT SKILLS: ADOBE PHOTOSHOP, ADOBE
ILLUSTRATOR, ADOBE INDESIGN

Skills

- Designing on Adobe Illustrator, Photoshop and InDesign
- Craft Cluster Development Activities
- Business Plan Development
- Designing Brochures, Banners and pamphlets for Advertising
- Strategy Development for cluster Activities and Marketing activities.
- Training
- Content Writing (Research, blogs)
- Fashion Styling
- Photography
- Print Development
- Ethnic Design Development

ACADEMIC QUALIFICATION:

- **NIFT, NEW DELHI: MASTERS IN DESIGN SPACE-** Design process, Infographics, Craft cluster, Fashion and Design Innovation, Sustainable systems, Design Research, Business Plan Development
- **FDDI, NOIDA: BACHELORS IN FASHION MERCHANDISING AND RETAIL MANAGEMENT-** Retail Management, Marketing, Merchandising, Organization Behavior etc.
- **MDI-Gurgaon –MBA- HR and Strategy Management**
- **Senior Secondary-** SVSVM, Sahibabad-PCB
- **High School-** AIR FORCE SCHOOL, HINDAN

EXPERIENCE: (INCLUDING INTERNSHIPS)

- **ROLE- DESIGN CONSULTANT IN CRAFT CLUSTER-NATIONAL INSTITUTE OF ENTREPRENEURSHIP AND SKILL DEVELOPMENT(NIESBUD), MINISTRY OF SKILL DEVELOPMENT- OCTOBER 2016 –Continue**
 - **Managing and providing training for Design Development for skill Development for Skill Development of the Artisans. Recent Activities include:**
 - Worked with the artisans of Jaipur for *Jaipur rugs*.
 - Worked for various CSR activities of the company like CPL (Jhajhar power plant), Haryana
 - Worked for SFURTI Scheme of Yamuna Nagar Artisans of *Phulkari* Clusters for setting up their CFC (Common Facility Center)
 - Developed QP/NOS, **Qualification Packs** under NSDA for various Curriculums.
 - Managing **Recognition of prior Learning (R.P.L) Activities** in the institute.
 - Managing the Seekho aur Kamao activities in the Institute (Ministry of Minority Affairs) and training them for **enhancing their skills and Design Development**.
 - Conducting Training sessions on **Design entrepreneurship and Skill Development – Design Process Activities**.
 - Managing the **Marketing activities and Strategy planning** in the Institute.
 - **Content Development** for the Institute
 - **Developing Brochures, banners for training programs** in the institute using **Adobe Photoshop, Adobe Illustrator and InDesign**.

- **ROLE- CONSULTANT-GAPSHAM- 2014-2016-PART TIME JOB-**
 - **Preparing Content** for various reports related to trainings.
 - Developing **Course Curriculum** for training activities.
 - Handling the **Project formulation** activities.
 - Handling the Capacity Building trainings and Skill Development training in the Institute.
 - **Management & conduction of various training workshops** organized for schools, institutions and communities etc.
 - Development of various presentations for the training workshops.
 - Study of the various Govt. policies & plans on skill development and analysis of the same.
 - **Development of various brochures, catalogues and leaflets** etc. for the Organization-Tools used- **Adobe Illustrator and Adobe InDesign**.

➤ **ROLE- FASHION CONSULTANT-VERO MODA- 2013-2014**

- **Store Design and Visual Merchandising** of the Store
- **Store and Sales Management** in the store.

➤ **ROLE- DESIGNER- NATIONAL CENTER FOR DESIGN AND PRODUCT DEVELOPMENT, MINISTRY OF TEXTILES- 2014 (INTERNSHIP)**

Worked with **National Center for Design and Product Development (NCDPD), Ministry of Textiles, Government of India** for 2 months (May 2015-July 2015) in Lucknow for **Handicraft Mega Cluster Mission (HMCM.)** for women empowerment and developing their skills (soft skills as well as developing their hard skills i.e. *chikankari* craft by creating *chikankari* products out of the same)

- The **work profile** was to work with the designer team for developing **new product range in Chikankari crafts.**
- **The final outcome was a range of Chikankari accessories like Chikanakri mobile pouches, Chikankari pencil kits, Chikankari laptop sleeves, Chikankari laptop bag etc. All this was done, making use of primary and secondary research, followed by design process.**
- All the above mentioned work was carried out in close association of one **renowned NGO “NEED”**. During the internship, also assisted in organizing number of programs in different villages of Lucknow with the help of the NGO with an objective to motivate the rural youths to innovate new design concepts in *Chikankari* for bringing new product line in the craft for skill development.

➤ **ROLE- DESIGNER- HANDICRAFT AND HANDLOOM EXPORT CORPORATION OF INDIA-MINISTRY OF TEXTILES. – 2015 -2016 (INTERNSHIP)**

Worked with **Handicrafts and Handloom Export Corporation of India (HHEC), Ministry of Textiles, Government of India** for 3 months (December 2015-March 2016): The work profile included **developing Digital prints for exhibitions, fairs and museums under the organization and using Illustrator and Photoshop as the tools for creating digital textile prints.**

- Research on **Design intervention in Digital Textile prints of Surat for Export & Indian Market**, which included developing **training strategy and program** for digital textile printers for upgrading their skills and thus motivating them for entrepreneurship.

PROJECTS HANDLED (While pursuing academic courses, worked on different projects /assignments, enlisted below)

- Assignment on **Design process** in N.I.F.T., in which one of the Design process included **Research on Madhubani Craft of Bihar and its new Design Concepts** in the module **Design Thinking.**
- Assignments on **Mind mapping** in N.I.F.T. in the module **-Design Thinking.**
- Assignment on making **New print advertisement** in N.I.F.T, using **Photoshop** in the module - **Design Thinking.**
- Assignment on **typography** in N.I.F.T in modules- **Design methods and Design Thinking.**
- **Designing a Self-Logo** in Design Methods in NIFT in the module- **Design Thinking.**
- **Research assignment on Visual Merchandising** in Design Research.

- **Designing a range of scarf's taking wooden textures as inspiration** in the module - **fashion innovation**, an outcome of Design process using **Illustrator and Photoshop** as tools.
- Research on **Wooden Crafts of Pilkhuwa region**, Uttar Pradesh on introducing sustainable methods to promote the craft.
- **Dissertation project in Visual Merchandising at Footwear Design and Development Institutive (FDDI)**, related to research on impact of visual merchandising on store sales, using primary and secondary data collection method.
- **Research on Utilizing bamboo composites as sustainable building materials** for urban spaces in Delhi (NCR). The outcome was a research paper, using primary and secondary data.
- **Designing garment of paper**, in a workshop organized by Pearl Academy of Fashion.
- **Store Design prototype for men's apparel** named as "**Timeline**" in FDDI..
- **IT application in Retail Marketing** for designing logos, brochures etc., using **Illustrator and Photoshop** as tools.
- Formulating strategy for developing **Dhokra Craft**, by introducing new product line in module craft studies.
- Number of Assignments on Brainstorming sessions in N.I.F.T in the module -**Design Thinking**.

WORKSHOPS and OTHER EDUCATIONAL PROGRAMMES ATTENDED:

- Attended **ILO, UN- Conference as a participant- SIYB- Start and Improve Your Business - Understanding the Business Aspects**.
- **Conducted Workshop- UNHCR- Refugees on Entrepreneurship Training and Skill Development**.
- Participated in **Designing workshop** conducted by **Designer Ms. Swati Kalsi on material design creation**, using materials from surrounding.
- **Designing paper garments** in a workshop organized by **Pearl Academy of Fashion** in the spot assignment.
- Attended **World Trade Organization (WTO) seminar on Geographical Indication for Craft Design** in Lucknow, organized by NGO "NEED" during the internship.
- Conducted **Ethnography study on Potters- Design Development and Research** in Uttam Nagar, Delhi.
- Attended workshop on **Tie and Dye** in Pearl Academy of Fashion, New Delhi and **created tie and dye samples**.

I hereby declare that the information furnished above is true to the best of my Knowledge.

TANUSHREE SINGH

