
ALAKESH BORUAH

Lifestyle Accessory Designer

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Kaverappa L/O, 560103, Bangalore

Skilled designer with proven ability to create innovative designs backed with strong design skills, technical knowhow and immaculate fashion sense. More than 5 years of experience in creating over 500+ commercially successful products. The range of experience includes design conceptualisation, trend analysis, costing, sourcing, visual merchandising, technical evaluation of product and customer engagement. Proficient in design software, 3D modelling and rendering - conducted module classes for NIFT students as a Guest Faculty. Winner of "Academic Performance Award 2014, NIFT Shillong".

SKILL SET

- Visualization
 - Free Hand and digital Sketching
 - Software proficiency
 - 3Ds Max
 - Blender 3D
 - Coral Draw
 - Procreate
 - Rhinoceros 3D
 - Zbrush
 - Adobe Photoshop
 - Adobe After Effects
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EDUCATION

Bachelor of Design (Accessory Design), **NIFT Shillong**, (*Best Academic Performer*)

2010-14

PROFESSIONAL EXPERIENCE

JEWELLERY DESIGNER,

Bluestone Jewellery & lifestyle Pvt. Ltd.

2014-Present

Responsible for:

- Enhancing design capabilities and deliver exclusive product ranges.
- Visual merchandising, advertising and marketing.
- Managing customer relationship for premium products.

Key Contribution:

- Designed 500+ commercially successful products (*includes 5 exquisite Collections*).
- Created design briefs based on the latest trends in the market.
- Reviewed production capability & technical possibilities of designs.
- Optimized CAD & rapid prototyping processes.
- Customized designs according to the client requirements.
- Attended international jewellery events and abroad markets.

GUEST FACULTY,

Conducted module classes at NIFT as Guest Faculty (3D visualization)

2017

Key Contribution:

- Curriculum Management: Re-designed & added useful elements to the curriculum.
- Software skill development: Introduced new methods of product presentation & rendering as per market demand/ requirements.

DESIGN INTERN,
Amrapali Jewels

2012

Key Contribution:

- Worked on multi-wearable jewellery concepts.
- Demonstrated Free Hand Technical Drawing of jewellery & rendering process to the Design Team.

OTHER PROJECTS

ACTIVITY DESIGN,
Curiositi Learning Solutions

2017

- Designed several Educational Fun Activities for school children of age group 5-10 year.

CRAFT CLUSTER PROJECT,
5th Syntein village, Meghalaya

2012

- Researched and documented the lifestyle of the village and its cane & bamboo craft.
- Developed a complete range of handicraft product with the help of local artisans.

AWARDS

- Best Academic Performance Award 2013-14, (NIFT Shillong)
- Extra Ordinary Service Award 2013-14, (NIFT Shillong)
- Recognized as 'Special Winner' for the Creative Invite 'Absolut Vodka Bottle Design' for Absolut on Talenthouse India.
- Winner of McDowell's Package Designing Campaign. 2018
- Winner of NIFT silver jubilee Fashion Show 2011

LANGUAGE KNOWN

- English
 - Hindi
 - Assamese
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