

TANISHA ARORA

. Explore. Create. Evolve

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EDUCATION

London College of Fashion (University of Arts London)

2013- Till Date

Currently Studying MA Fashion Entrepreneurship on Tara Nerula Scholarship

National Institute of Fashion Technology (NIFT) Gandhinagar, India

2007-2011

Successfully completed the 4 years Degree Programme of Fashion and Lifestyle Accessories (Specialization in Jewellery and Precious Products). Ranked 1st in last semester with an SGPA of 10
1 to 8 semesters CGPA = 8.37

Empaneled Designer with the Development Commissioner for Handicrafts, India

2012

Jai Hind College Mumbai, India

2005- 2007

Secured First Class in the stream of Commerce for Higher Secondary Certificate Examination (H.S.C)

St. Anthony's Girls High School Mumbai, India

2005

Secured First Class in Secondary School Certificate Examination (S.S.C)

WORK EXPERIENCE

Farah Khan Fine Jewellery Private Ltd., Mumbai, India

Dec 2010- Feb 2013

(www.farahkhan.net)

- Acquired an internship as a **Jewellery Designer/ Visual Merchandiser** and continued my association to become a senior designer with the firm.
- Designed for clients including foremost business families to the Royalties and popular film personalities.
- Designed and executed 'Alice in wonderland' theme based Installations as a part of the visual merchandising for the new store. New store opening was on 11th April 2013 at Turner Road, Bandra, Mumbai, India

The Republic, Mumbai, India

June- July 2013

(www.therepublic.in)

- Designed and executed a conceptual window display stand for our clients Viari (www.viari.in), a couture bag brand. The installation for the window display was sculpted and then cast in fiber.

Shoppers Stop, Mumbai

May 2013

(www.shopperstop.com)

- Acquired a project with shoppers stop as a freelance designer for their home decor products.

Amrapali Design Studio, Jaipur, India

May- July 2010

(www.amrapalijewels.com)

- Interned as a jewellery designer and designed an exclusive collection. Also documented the manufacturing processes of the company.

Neerja International Inc, Jaipur, India

July 2010

(www.neerjainternational.com)

- A short-term project: designed a jewellery range as per their forecasting reports under the supervision of Leela Bordia, owner of Neerja International inc., the largest manufacturers and exporters of blue pottery in India which are supporting thousands of Jaipur craftsmen and their families.

The Riot Project, California, USA

2006- 2009

- Designed and supplied handcrafted jewellery and accessories on monthly basis.
- Riot project was a non profit online shop which allows young and upcoming designers from all around the world to sell their creations and get recognition The profit made were used for charity.

AWARDS

TARA NERULA SCHOLARSHIP AWARD

This award was given by London College of Fashion(UAL) and International Student House for my course, MA Fashion Entrepreneurship. This scholarship covers my full tuition fees as well as accommodation at International Students House.

BEST GRADUATION PROJECT AWARD

This award was given by National Institute of Fashion Technology for excelling in my graduation project at Farah Khan Fine Jewellery in jewellery designing and product Photography .

PROJECTS

Indian Handicraft Development Project in Bidri Craft, Aurangabad, India

- Designed and developed a range of 15 innovative products using the local bidri craft keeping in mind the domestic and international market trends. This project was done in collaboration with Indian Handicraft development commission of India from 11th Feb – 24th Feb 2013

Craft Documentation

- Documented and covered the craft of Dhokra, Wrought Iron, Terracotta of the Naxalite inflicted Bastar region of the East Indian state of Chhattisgarh. Documented the problems faced by the artisans and provided them with alternative solutions. Redesigned jewellery and Figurines using the technique of Dhokra Craft

Designed a trophy for Titan Industries Limited (TIL)

- This trophy was designed for the Retail Store Owners for TIL - Watch division.
- I used the concept of gear fractals in the design to portray the spirit of team work.

Logo Design for Musicdip

Designed a logo for musicdip website. An online platform to promote Hindi and Urdu alternative rock music.
Link: www.musicdip.in

EXPOSURE

Visited

- India Design Forum (2013)
- Trends Jewellery Forecasting (TJF) Seminar, 2011
- India International Jewellery Show (IJS), Mumbai, 2009-2012

SKILLS

- Conceptualization and Designing
- Installation Art, Visual Merchandising
- Photography: Fashion, Products and Jewellery
- 2D and 3D Softwares: CoralDRAW, Adobe Photoshop, AutoCAD, Rhinoceros and Gemvision Matrix.

EXTRA CURRICULARS

Conceptualization, Modeling and Styling for College Fashion Show Competitions .

- Represented NIFT at the college festival CHAOS of Indian Institute of Management, Ahmedabad (IIMA). Successfully won for 3 consecutive years (2007-2010).

MEDIA EXPOSURE

Of.Indian.Origin, United Kingdom

(www.ofindiaorigin.co.uk)

Work was featured on Sunday Special (November 14, 2010) of 'of Indian Origin', a U.K based website which explores undiscovered Indian Artists, Photographers and Designers from India.

Hindustan Times, India

Highly appreciated one of my accessories 'Braided Headphones' which soon became a trend among college students.

Ahmedabad Mirror, Ahmedabad, India

My graduation project work was featured and appreciated on Ahmedabad Mirror on May 13, 2011