

Hey! I am Saumna Agarwal

Personalization Designer

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Languages

- English
- Hindi

Education

2018 - 2022

National Institute of Fashion Technology, Chennai

Bachelor of Design in Accessory Design
(with Minor in Communication Design)
CGPA - 9.0

2015 - 2017

Seth Anandram Jaipuria School, Kanpur

Graduated ISC Class 12 Science Stream (PCM)
with Computer Science
Final Score - 89%

2015

Seth Anandram Jaipuria School, Kanpur

Graduated ICSE Class 10
(with Fine Arts)
Final Score - 92%

About me

I conceptualize and design ideas as a Personalization Designer at Maruti Suzuki India Limited. A designer based in India with a keen eye in Visual synergy, Trend analysis, Customer understanding and overall product development. I like to design ideas that enhance user experiences.

Experience

July 2022 - Present

Personalization Designer at Maruti Suzuki India Limited

- Working on Interior Accessory Kits and Graphic Design. Adept in Pattern development, Visual Synergy, CMF Strategy conceptualization and Merchandise Design.
- Experienced in collaborating across Engineering teams & external vendors, as well as Design Management.

Jan - Apr 2022

Graduation Project - Design Intern at Hettich India Pvt. Ltd.

Worked upon multi-dimensional furniture design concepts for Ideabook. Worked on Creative and Graphic Designs for various projects.

June - July 2021

Summer Intern at Smart Factory, CPDM, IISc Bengaluru

One of the 70 students (less than 3%) to complete the internship (Out of 3006 applicants).

Awards & Recognition

- 3 Industrial Design Registrations & 3 Design Filings in FY 23-24. Associated with Maruti Suzuki India Ltd.
- NIFT Meritorious Student Award - 2022 Awarded by NIFT Chennai
- Creative Director of REFLECTIONS (Issues 5 & 6) Conceptualized and compiled NIFT Chennai's magazine leading the Creative Team.

Skills

Softwares

Photoshop - Illustrator - InDesign -Autodesk Alias - Rhinoceros - AutoCad - VRED - Figma - Microsoft Suite

Other Skills

Sketching - Market Research & Analysis - Rapid Prototyping Customer Research - Trend Analysis - Design Thinking - Creative Problem Solving - Visual Design - Creative Direction - Design Management - Human Centric Design