

Asif Kureshi

Lifestyle Accessory Designer

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Core Competencies I enjoy playing with materials and have a knack of looking them in the most unconventional way with an ability to mould it into a product. I like to bridge art and design & my approach to design is minimal, interactive and organic conveying originality through an added element of fun. Trends spotting, mind mapping and research are the backbone of my designs.

Work Experience **St+Art India Foundation**, New Delhi-2014-2015
Was part of the Festival and Volunteered various National and International Artist like Okuda, Filty Luker and others.

Happily Unmarried Pvt. Ltd., New Delhi-2012-2014
Designed and Developed a Range of Quirky Accessories ranging from Bar to Bath Accessories to Stationery to Various fun products.

Studio Wrap, Delhi-2011(Jan to March)
Worked as Design Assistant and developed a range of lighting including Chandelier and Pendant Lamp.

Ogilvy, New Delhi - 2007 (April to July)
Worked in Creative Department for brands like Hutch, Oral B, Alpenliebe, Dabur Vatika.

Reddifusion DYP, Gurgaon- 2006 (Oct. to Dec)
Worked in Creative Department on Chevrolet Spark and also worked on Red and White Cigarette's Promotion Campaign.

Education **2008-2011**
Post-Graduate Diploma in Lifestyle Accessory Design from the National Institute of Design, Ahmedabad

2004-2008
Bachelors of Fine Arts, in Applied Arts from M.S. University of Baroda, Vadodara

Skills Adobe Photoshop, Adobe Illustration, Adobe In Design, Solid Works, Cheetah

Workshops **2014** Sticker Workshop by St-Art Mumbai, Kalaghoda, Mumbai
2013 Built for One Puma Creative Factory, New Delhi
2013 Levi's Print Lab at Unbox Festival, New Delhi
2011 Color next '11 colour trends with Asian Paints color trends, Gandhinagar
2010 Future Trends for 2020 with Renault India, Ahmedabad
2009 Trends for Home Appliances with Samsung India, Gandhinagar
2007 Calligraphy Workshop Achyut Pallav, Baroda
2006 Logodesign Workshop with (Kester)Kyoorous, Goa
2005 Typography Workshop with Mahendra Patel, Baroda

Interests Phillumenist, Foodie, Doodler