

Praneti Kulkarni

Experiential Spatial Designer

A passionate designer with 6+ years of work experience in various spatial design fields. My work often involves discovering and retelling forgotten stories that alter experiences in everyday places. I have a keen interest in exhibition design and would like to join an interdisciplinary team to design multi-sensory environments, retail spaces, etc.

CONTACT

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QUALIFICATIONS

MA NARRATIVE ENVIRONMENTS
Central Saint Martins College
of Art & Design, London
2013 – 2015

GRADUATE DIPLOMA IN RETAIL
AND EXHIBITION DESIGN
MAEER's M.I.T. Institute
of Design, Pune
2007 – 2012

AWARDS

VMRD RETAIL DESIGN AWARD 2018
INNOVAL BY LEGRAND
1st merit in the Home
improvement – Specialty store
category

ASIA AFRICA GCC SHOPPING
CENTRE AWARDS 2017
FASHION DIWALI AT OBEROI MALL
Best Thematic Decoration –
Shopping Centre

TECHNICAL SKILLS

Corel Draw ●●●●○
Adobe Photoshop ●●●●○
Adobe InDesign ●●●●○
Adobe Illustrator ●●●●○
Microsoft Office ●●●●○
Google Sketchup ●●●●○
3DS Max + Vray/ Keyshot ●●●●○
AutoCAD ●●●●○

CURRICULUM VITAE

EXPERIENCE

RETAIL EXPERIENCE DESIGNER

Four Dimensions Retail Design India Pvt. Ltd.
Mumbai, India
July 2018 – June 2019

Four Dimensions is a strategic design consultancy. It believes in partnering with brands to build successful brand experiences. Well-known in Indian retail design sector, as offering multi-disciplinary services - Retail Environment, Communication Design, Brand Design and allied services.

- Designed shop-in-shops, retail units, experience centres, exhibition stalls and brand pop-ups for our clients such as Fila, Allen Solly & Blackberrys.
- Presented concepts to clients including layouts, structures, storage, display, graphics, signage, colours and textures.
- Prepared sketches and 3D renderings to illustrate design concepts.
- Liaised with vendors to gather material samples and created material boards for clients' approval.
- Built strong working relationships with both colleagues and clients to continually influence quality output.
- Participated in the specification of furniture and finish materials for each project.
- Co-ordinated with project managers to ensure projects were completed efficiently, in time and within budget.
- Kept abreast with industry trends by attending trade shows, networking events & by meeting new & old vendors.
- Maintained in-house material and product catalogues library.
- Assisted in project management including task prioritization, co-ordination & workload management.
- Communicated complex information in simple and clear terms to various stakeholders of the project.

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SOFT SKILLS

Effective communication
Attention to detail
Highly organised
Strong cultural sensitivity
Concept development
Research and analysis
Emotional mapping
Visitor insights
Problem solving

INTERNSHIPS

Studio Weave

London, UK

June 2014

Worked on the Rainham Hall project for National Trust, UK.

Mapped out the businesses in Rainham to create a base for the skills audit to be conducted next.

The collected information was presented on a map using Micro Site and businesses were classified as per the British use classes. This was done over 5 days.

INSTA Exhibitions

Mumbai, India

June 2010

Designed six small format commercial exhibition stalls based on a clear brief provided by the business development team. Created 3D models in 3DsMax & rendered using V-Ray.

Made grid drawings for approved designs along with material specifications that were handed over to the production team.

NARRATIVE SPATIAL DESIGNER

Planoscapes Architects & Planners

Mumbai, India

January 2016 – June 2018

Planoscapes Architects and Planners is an interdisciplinary studio that integrates architecture, interior designing, landscaping, urban planning, visual arts.

- Designed numerous event setups for malls and retail stores to conduct interactive events that lead to higher footfalls in-store.
- Pitched ideas and acquired key information about potential projects, discussed requirements in detail with clients (the brief) and set project schedules
- Recommended materials and costs according to budgets and negotiated project fees.
- Conducted market research and gathered photographs relating to the projects.
- Prepared detailed working drawings, designs, plans, models and print ready artwork, often using computer-aided design (AutoCAD, Google sketch Up & Corel Draw) software.
- Supervised work at design stage and on site.
- Kept up-to-date with new developments in the design industry.
- Identified vendors, discussed design details to get costings that fit the client budget.
- Liaised with the production team and event manager to assure project handover on time within project deadlines.

SPATIAL DESIGN CONSULTANT

Ratan J. Batliboi Consultants, Pvt. Ltd.

Mumbai, India

July 2012 – July 2013

Ratan J. Batliboi is an innovative, progressive firm based in Mumbai. A team of qualified professionals offers distinctive design solutions in Urban Design and Planning, Architecture, Interior Design and Retail Design.

- Conceptualized a series of spatial graphics along the Pune - Solapur Highway, Maharashtra. This included murals at major junctions, graphics at the toll plazas, related office buildings and railings.
- Designed graphic maps to communicate and represent the concept to the client.
- Identified various materials and finishes that could be used for the different designs.
- Contacted vendors and requested costings to get the best deal in terms of quality and effectiveness.