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ishita bajaj

EDUCATION

Date of Birth 21 April 1994

Languages English (Advanced)
Hindi (Advanced)
Italian (Basic)

Current city Gurgaon, India

RECOGNITION

Article titled "Ishita Bajaj, designer da New Delhi a Milano" by Silvia Pagliuca for a major Italian publication - La nuvola del lavoro, Corriere Della Sera

["nuvola.corriere.it/2018/04/07/ishita-bajaj-designer-da-new-delhi-a-milano/"](http://nuvola.corriere.it/2018/04/07/ishita-bajaj-designer-da-new-delhi-a-milano/)

AREA OF SPECIALIZATION

Masters in design

Conceptualisation and prototyping of footwear, bags and small leather accessories for the luxury market.

Illustrations done by hand and on digital medium along with preparing technical charts for production.

Bachelors in design

Home decor and small lifestyle accessories in a variety of materials including- wood, plastics, leather, metal, textile, bamboo etc.

BUSINESS SKILLS

- Data collection and analysis for trend spotting (design and color)
- Visual identity and graphic design
- Brand positioning
- Brand communication
- Team building and development
- Photography and art direction
- Storyboard and content writing

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- CorelDraw
- AutoCAD
- 3DS Max
- Microsoft Office

- **ISTITUTO MARANGONI, MILAN (ITALY)** 2017
Masters in Design - Luxury Accessories Design and Management
Awarded "Best Accessories Collection Project"

Worked on projects assigned and guided by luxury brands

Brand	Project
Moreschi SPA	The Explorers Diary (Project Winner) * Footwear and bags prototyped & showcased at Milan Fashion Week 2018 - "Genderless Wardrobe" and part of Autumn-Winter collection 2018/2019

Rene Caovilla **The Venetian Pilgrim**

Cuoio di Toscana **Decodence (Winner Category- Footwear Glamour man)**
*Prototyped & showcased at Pitti Uomo (Florence) and BASE (Milano)

- **SCHWEIZERISCHE TEXTILFACHSCHULE, ZURICH (SWITZERLAND)** 2014
Summer Course (May - June)
An exchange programme to understand textile and garment production guided by designers and market experts from luxury brands including Hanro, Odlo, Hugo Boss and Swarovski .

- **NATIONAL INSTITUTE OF FASHION TECHNOLOGY, NEW DELHI (INDIA)** 2012 - 2016
Bachelors in Design - Fashion and Lifestyle Accessories
Gold Medalist, CGPA 9.1

- **DELHI PUBLIC SCHOOL - ROHINI (INDIA)** 2012
All India Senior School Certificate Examination (AISSEE)
Final Grade 94.5 %

WORK EXPERIENCE

- **NICOBAR (NEW DELHI, INDIA)** 2019
www.nicobar.com | [@nicojournal](https://www.instagram.com/nicojournal)
Junior art director (May 2019 - Present)
Associate in art direction and visual design (January 2019 - May 2019)
 - Creative communication and experience
 - Lead Photography and Visual Design teams
 - Styling and direction - Mood and lookbook
 - Campaign design and strategy - Monthly based on collection drops

- **MORESCHI SPA (VIGEVANO, ITALY)** 2018
www.moreschi.it
Design intern (6 months)
 - Creative support for the Spring-Summer 2019 collection.
 - 3 Designs for women's footwear part of Spring-Summer 2019.
 - Shoe from "The Explorers Diary" selected for collaboration - TheBestShopsXMoreschi.
 - Graphic design and presentations for marketing and digital media.
 - Trend forecasting, analysis, market study and competitor analysis for Autumn-winter 2019/2020.
 - Product shoots and post production.

- **BLACKBERRYS MENSWEAR (GURGAON, INDIA)** 2016
www.blackberrys.com
Design intern (6 months)
 - Creative support for Spring-Summer 2017 as part of the graduation project at NIFT, New Delhi.
 - Designs for shoes, bags and small leather goods (men)
 - Digital textile prints part of the Autumn-Winter 2016/2017.
 - Designing a visual display for the accessories dept. along with props for the Blackberrys trade show.

- **FREELANCE DESIGN**
 - Alaya Design Studio | www.studioalaya.com (2015)
Design and research on bags and experiment with natural dyeing techniques on sustainable materials
 - Sarthak Sahil Design Co. | www.sahilsarthak.com (2014)
 - Worked with the Government of India to design and prototype Identity cards for Ex-Governors.
 - Visual identity and packaging: Lachocoallure, EcoMantra, MagicGenie, LiveYourKnowledge, ISource, etc.