**DARSHINI SUNDAR**

**3/1, No: 28 Karpagam Apartments, 1st Main Road, RA Puram, Chennai 600028, Tamil Nadu, India.**

**Mobile No: +91-9841586775 l Email:** [**darshinisundar@gmail.com**](mailto:darshinisundar@gmail.com)

**EDUCATION**

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| **Year** | **Description** |
| 2013-14 | MA Textile Design (Chelsea College of Art and Design, University of Arts, London) |
| 2007-11 | B.Des. Textile Design (National Institute of Fashion Technology, Chennai) |

**WORK EXPERIENCE**

* **2016 (January) – till present - Head of Design at Ashvita Design Studio**

Ashvita Design Studio is an urban Indian brand creating colorful and quirky memorabilia since 2015. My role as Head of Design/ Production is to manage a team of artists and artisans committed to design and develop theme based quirky prints for a range of gifting and home-ware. I also oversee supply- chain management including vendor negotiations, sampling, production and branding.

* **2015 - Freelance Designer and Researcher**

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| Nature of Assignment | Client | Scope of work |
| Print Design | Mallow International, (Home furnishing export house based out of Karur) | Design and development of prints based on client boards/briefs for spring/ summer with detailed color blocking for screen printing and color-ways for each pattern |
| Print Design | Angi Clothing  (Apparel retailer) | Design and development of Zodiac- themed print design range for women T-shirts with colourway and detailed specification for production |
| Textile Art | Independent textile art exhibited in Dakshinachitra under the title Metamorphosis | Created a range of handcrafted and natural dyed tapestries with a twist, manipulating a single block of triangle inspired by M.C. Escher’s tesse;ations. |
| Rebranding | Esthell Hotel, Chennai | Providing support to branding, concept and art installations. Designing uniforms for the crew, furniture and décor to the bar attached to Esthell Hotel in Adyar, now called MBessy. |
| Refurbishing | Ashvita Bistro | Sourcing and coordinating reupholstering furniture and curating the décor for the bistro. |
| Craft Research | Ashvita Art Foundation | Worked on a research paper on the ancient craft of bead making, which was presented at the Borneo International Bead Conference in October, 2015 |
| Craft Research | NIFT, Chennai | Craft documentation and diagnostic study for design intervention for the craft of palm-leaf basketry practiced in the area of Pulicat, Tamilnadu |
| Education | NIFT | Visiting faculty at NIFT Chennai teaching elements of design and print desing process |

* **2012 - 2013 - Designer/merchandiser at Dakshina Chitra**

My work included: Sourcing for the craft shop, artisans and supplier interface, shop-floor management, visual merchandising, product development and designing of contemporary kids wear using traditional textiles and techniques.

* **2011- 2012 - Designer/merchandiser at Pereira’s International**

My work included: Design and development of homefurnishing for export to Europe and Australia, including sample development, client interface, supplier interface and production and delivery.

**DETAILS OF INTERNSHIPS UNDERTAKEN**

* **2014**

**Worked as a research assistant in London for the *Tartan: Its Journey through the African Diaspora* exhibition by CIAD- Costume Institute of African Diaspora**

My work included research on Madras, data gathering, assisting for workshops conducted, exhibition display, gallery management and maintenance of video logs and photography for the documentary.

* **2011**

**Worked as an intern- designer for my graduation project in Eucalyptus, Hyderabad**

My brief included the design and development of three bed linen collections inspired from flowers for the spring/summer 2011 for the Hyderabad market within a period of 18 weeks including end to end project management from design process, sampling, work scheduling, mobilizing resources and actual production. I was awarded the “THE MOST CREATIVE PROJECT OF THE YEAR” for this project at NIFT.

* **2010**

**Worked as a part of a team, on a silk sari revival project initiated by the Tamil Nadu Handloom Development Corporation**

My work included a study on trends, colors, creating theme and inspiration boards, design and development of patterns and creation of CAD for woven saris.

**Worked as an intern at Upasana Design Studio, Auroville (Pondicherry)**

My work included creation of woven designs and layouts for silk stoles including direct interaction with the weavers of Kanchipuram and Pondicherry regarding design and any related technical clarifications.

* **2009**

**Worked as an intern at Asian Fabrix, Karur**

My work included general study of the overall functioning of a home furnishing export unit. I also designed a home furnishing collection based on a buyer board.

**Worked as a part of a team at a textile cluster at Chennimalai**

My work included a study on the overall functioning of the cluster including their design process, marketing etc besides enhancing my weaving knowledge

**KEY SKILLS**

* Manage resources and lead a team
* Excellent communication skills
* Ability to multi-task

Working Knowledge in

* MS Office – Word, Excel and Power Point
* Adobe Photoshop and Illustrator
* Corel Draw
* Photography