

ALAKESH BORUAH

LIFESTYLE ACCESSORY DESIGNER

📍 A-641 Aratt Vivera, Bangalore
Karnataka - 560068

☎ +91 9731969354

✉ alakesh.boruah010290@gmail.com

🌐 www.abdesign99.com

Skilled designer and team leader with a proven ability to create innovative designs, supported by strong design skills, technical expertise, and impeccable fashion sense. With over **ten years** of experience, I have successfully designed and launched more than 1,000 commercially viable products. My expertise spans design conceptualization, trend analysis, market research, costing, sourcing, CAD handling, technical product evaluation, customer engagement, and visual merchandising for retail stores. Proficient in design software, 3D visualization, and presentation techniques, I have also conducted module classes as a Guest Faculty at the National Institute of Fashion Technology (NIFT). Recognized as the Designer of the Year at the NJA 2023 and honored with the Best Academic Performance and Extraordinary Service awards in 2014 at NIFT Shillong.

PROFESSIONAL EXPERIENCE

- **Titan Company Ltd.**
Full Time
Bangalore, India
2023 - Present
MANAGER - Design Co-ordinator, ZOYA
Responsible for:
 - Design conceptualization and development of luxury products for pan-India.
 - In-house & external product development.
 - CAD and manufacturing stages to ensure top-quality development.
 - Vendor co-ordination.
- **Reliance Retail**
Full Time
Bangalore, India
2021 - 2023
DEPUTY MANAGER, Reliance Jewels
Responsible for:
 - Design development for regional market.
 - Developing design briefs, trend analysis, and product development.
 - Exclusive customer orders managing & handling.
 - Vendor management.
- **Bluestone**
Full Time
Bangalore, India
2020 - 2021
DESIGN MANAGER
Responsible for:
 - Enhancing design qualities and delivering exclusive product ranges.
- **Bluestone**
Full Time
Bangalore, India
2014 - 2020
JEWELLERY DESIGNER
Responsible for:
 - Team Co-ordination: Managing CAD designers and guiding junior designers.
 - Developing design briefs, trend analysis, and technical drawing with PDI.
 - Store VM, website creatives, social media advertising & marketing.
 - Managing exclusive customer orders for premium products.**Key Contributions:**
 - Designed 10+ exquisite collections and show-stopper products.
 - Analyzed production possibilities & converted extreme ideas into profitable designs.
 - Market research - Attended international jewellery events and abroad markets such as Hong Kong Jewellery Show, IIJS, Jewel trends, etc.
- **NIFT**
Part Time
Shillong, India
2017 (Module)
GUEST FACULTY
Responsible for:
 - Subject: Product visualization & presentation**Key Contributions:**
 - Redesigned the curriculum in an intuitive way.
 - Introduced new methods of product presentation & visualization as per market standards & requirements.

● Amrapali Jewels
Internship
Jaipur, India
2012

DESIGN INTERN,

Key Contributions:

- Demonstrated Free Hand Technical Drawing of jewellery & rendering techniques to the design team.
- Worked on multi-wearable jewellery concepts.

EDUCATION

● NIFT

Shillong, India
2010 - 2014

BACHELOR OF DESIGN - Accessory Design

- Best Academic Performer

SKILL SET

- Visualization
- Free Hand Sketching
- Digital Drawing
- 3D Modeling
- 3D Sculpting
- Product Rendering

SOFTWARE PROFICIENCY

- Blender 3D
- Adobe Photoshop
- Rhino
- Corel Draw
- Adobe Illustrator
- 3Ds Max
- Procreate
- Zbrush
- Aftereffects
- 3D Coat
- Inkscape
- AutoCAD

OTHER PROJECTS

● CRAFT CLUSTER
PROJECT

Meghalaya, India
2012 (One Month)

CANE AND BAMBOO

- Researched and documented the lifestyle of the artisans and their cane & bamboo craft.
- Developed a complete range of handicraft products and furniture with the help of local artisans, also helps them getting exposure to the global market in collaboration with the Govt of Meghalaya.

AWARDS

- Designer of the Year - NJA (National Jewellery Awards) 2023
- Best Academic Performance Award 2010-14, (NIFT Shillong)
- Extraordinary Service Award 2010-14, (NIFT Shillong)
- Bluestone Star Performer Award of the year - 2017
- Winner of McDowell's Package Designing Campaign. 2018
- Recognized as 'Special Winner' for the Creative Invite 'Absolut Vodka Bottle Design' for Absolut on Talenthouse India.
- Winner of NIFT silver jubilee Fashion Show 2011

LANGUAGE KNOWN

- English
 - Hindi
 - Assamese
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