

# Drishti Bhandari

Jewelry/CAD Designer  
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## Education

Rochester Institute of Technology   College of Art and Design   New York <i>Master Of Fine Arts , Metals and Jewelry (3.9 GPA)</i>	May 2021
Gemology Institute of America <i>Applied Jewelry Professional (4.0 GPA)</i>	July 2020
National Institute of Fashion Technology   Accessory Design   India <i>Bachelor Of Design, Jewelry Design (3.8 GPA)</i>	June 2017

## Design Skills

Couture Jewelry  
Commercial Jewelry  
Illustrations  
Technical Drawing  
CAD Modelling/Rendering  
Rapid Prototyping  
Concept Development  
Consumer Research  
Persona creation  
Competitive Market Analysis  
Story Boarding  
Documenting & Layouting

## Bench Skills

Soldering  
Stone Setting  
Material Manipulation  
Casting  
Enamel & Filigree

## Toolkit

Rhinoceros  
Figma  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe After Effects  
Procreate  
CoralDraw  
Keyshot  
Autodesk Fusion 360  
Sketch

## Achievements

**SNAG Conference**  
Design award, 2020

**SO FRESH SO CLEAN**  
Sustainability exhibit, 2020

**American Craft Council**  
Student Exhibit, 2020

**Rochester Fashion Week**  
Student Exhibit on runway, 2019

**RIT Scholarship**  
Academic award, 2018

**NIFT University**  
Best thesis award, 2017

## Work Experience

***Jewelry Design Co-op*** | Lodha Gems Ltd. | 07/2020 - 12/2020

- Researched new UI paradigm and developed and maintained style guidelines to support.
- Ideate, conceptualize and sketched bespoke jewelry designs according to the stones.
- Contribute to solving design challenges based on the functional requirements of the stones.
- Produced aesthetically rich illustrations on paper for web and mobile.
- Created responsive designs which led to an increase in the marketplace conversion rates.

***Jewelry Design and Social Media Intern*** | Outhouse Jewelry Inc. | India 11/2016 - 04/2017

- **Design Project**
- Conceptualized and executed the full design cycle of ANCHOR & IMAGO collection : Loose sketches through technical illustrations
- Styles for IMAGO collection SS17 within the designated price points
- Collaborated with product development teams for product extension and cost optimization of IMAGO & ANCHOR at Outhouse Jewelry.
- Designed and overlooked manufacturing of Couture Designs with the production head for Lakme Fashion Week 2017.
- **Social Media**
- Designed mock web layouts and contributed to a small task force to redefine the company's branding and explored multiple concepts to elevate the design concepts.
- Graphic Design for the label for Instagram and Facebook. Creating 3-9 posts per day to engage the audience.
- Increased user engagement 100% by creating social media content

***Jewelry Design & Buying Intern*** | Reliance Retail Inc. | India 04/2016 - 07/2016

- Designed a responsive shopping experience for working adults that combines various garment stores on a single platform.
- Researched consumer behaviors with the help of surveys and affinity mapping to prioritize buying lists.
- Brainstormed and validated products, multiple concepts, wireframes and prototypes through iterations.

## Projects

***Precious Fit*** | Mobile Application | Strategic Research & Design 08/2020 - 10/2020

- Conducted primary and secondary research to find a potential solution for the issue of sizing in the jewelry industry through depth perception.
- Performed user research, empathy mapping and gathered consumer insights to focus on design solutions, features and customer problems.
- Created a new information architecture, content strategy, design sketching & finalized the interactive prototypes for user testing the mobile application.
- Provided design support in terms of usability, visual appearance, user experience and brand recognition.
- Created an animated walkthrough of the UI.

***Lost In Transit, MFA Thesis*** | Metals and Jewelry | RIT 08/2019 - 03/2020

- "Lost in transit" is the sense of loss that we experience when our heritage and stories are passed down to us. It's an exper. It's an experiential curated show along with jewelry pieces.

***Rochester Fashion Week*** | Metals and Jewelry | RIT 06/2018 - 04/2-19

- As a part of the Organizing committee for school, curated the music composition, walk through and responsible for the communication between the team.