

Urvi Tamra

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WORK EXPERIENCE

Design Smith Pvt. Ltd.

New Delhi, India

Assistant Designer

July 2025 – Present

- Conceptualising and designing spatial experiences/installations/visual content, and event environments for retail, experiential, and brand-led projects, ensuring cohesive and impactful storytelling throughout.
- Assist in delivering end-to-end design solutions by aligning brand identity with consumer engagement goals, while collaborating with clients, vendors, and cross-functional stakeholders through all project stages.
- Key projects (executed as of April 2026): led end-to-end experiential design for The Glenlivet at India Cocktail Week, Monkey 47 at Magnetic Fields Festival, and TGL at the India Jazz Circuit- spanning overall design concept development, spatial design, bar experiences, menu design, and branded collaterals; additionally designed brand specific retail wall bays for a luxury alcohol store in Gurgaon and developed the concept for an *upcoming* luxury alcohol retail environment.

TITAN Company

Bangalore, India

Visual Merchandising Internship – Graduation Project

January 2025 – April 2025

- Driving the design and development of innovative VM Kits for Tanishq's International presence, enhancing retail storytelling and product display efficiency.
- Contributed to the New Store Opening (NSO) of Tanishq, Florida, by coordinating visual merchandising and in-store branding to create a compelling retail experience.
- Designed occasion-specific wall bay displays, décor elements, and communication units to elevate in-store global campaign impact for Mother's Day and Akshaya Tritiya.

Visual Merchandising Internship

June 2024 – August 2024

- Conceptualized and designed high-impact, occasion-specific wall bay displays, décor elements, and communication units, story cards and graphics for global campaigns.

Freelance Illustration

Delhi, India

December 2021

- Illustrated *KAAL* by Ekta S. Pandit, bringing the narrative to life through visual storytelling.

EDUCATION

National Institute Of Fashion Technology, New Delhi

Graduation 2025

CGPA – 8.7/10

B.Des. – Fashion & Lifestyle Accessory Design Major; Communication Design Minor

- Coursework includes: Design Thinking, Critical Thinking, Space Design, 3D Sketching and Rendering, Fashion Trends and Forecasting, User Centric Design, Exhibition Design, CAD 3D and Contemporary Manufacturing, Retail Space & Environment Design, Design Management
- Graduation Project: Enhancing Retail Storytelling and Product Display Efficiency Through Product Design for Tanishq Stores In The International Market

SKILLS

- *Skills:* Proficient in the Adobe Suite (InDesign, Illustrator, Photoshop), Coreldraw, Autocad, Fusion 360, Google Suite and Microsoft Office (Excel, Powerpoint). Strong in design conceptualization, trend research to develop innovative, functional solutions. Detail-oriented, adept at multitasking, and capable of managing projects efficiently from ideation to completion. Keen observer with high integrity, strong organizational and time management skills, and the ability to work under pressure. Effective communicator, adaptable, and capable of working in both independent and team-based environments.