

# rajkunwar pawar



## About Me

A Brand Experience Designer by profession and a design enthusiast by passion, I love creating meaningful spaces and experiences that add value to all the parties involved in my projects. I'm perpetually in search of the 'WOW' moment in all my projects because that's where the magic lies.

With an immense love for design and an appetite for challenges, I love to take risks and experiment on behalf of my clients. I believe that inspiration can come from anywhere, which is why I take pride in being observant, conscious, and purposeful even outside my work life. You never know when a place, person, or conversation will push me to expand my boundaries and create my magnum opus.

## Education

2022 - Present

### Masters of Science

#### Design Innovation Management

Loughborough University, London

- + Understanding of design thinking, innovation methodologies, and their applications in real-world contexts.
- + Skills in project management, team collaboration, and critical analysis for effective implementation of design and innovation solutions.

2017 - 2021

### Bachelor of Design

#### Fashion & Lifestyle Accessory Design

National Institute of Fashion Technology, Mumbai

- + Knowledge and skills in the design, production, and marketing of fashion and lifestyle accessories.
- + Exposure to industry trends, emerging technologies, and global perspectives in the fashion and lifestyle accessory design field.

2020 - 2021

### Diploma of Design

#### Luxury Brand Management

London School of Trends, London

- + Learned about brand strategies that align with business goals and drive brand recognition.

## Awards & Accolades

- + Won **German Design Award** in Excellent communications design brand identity for House of Toys Project
- + Featured in **Elle Decor Magazine** for Something's brewing project

## Contact

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## Work Experience

2021 - Present

### Founder + Designer

Rajkunwar Pawar Studio

- + As a design studio founder, I specialize in creating compelling multi-sensory brand experiences for early-stage startups through strategic design innovation management. I help brands communicate effectively with customers by solving user experience problems and expressing their unique identities.

2021 - 2022

### Retail Experience Designer & Manager

Kreo Design & Innovation

- + Led a cross-functional team of 6 to deliver a brand strategy project using Agile methodology, resulting in a 20% increase in customer satisfaction ratings and a 10% reduction in development time.
- + Managed design projects from concept to final delivery, ensuring top-quality and consistency
- + Developed design concepts for brand identities, visual design-systems, packaging, print collateral, websites, POS Displays, social media, and email campaigns
- + Conducted competitive research and shared updates on design, retail, and digital trends with the creative team
- + Created exceptional designs for print and digital platforms, meeting stakeholder requirements and on-brand guidelines

2020 - 2021

### Collaborative Project

Imaginarium Studio

## Leadership Experience

Oct 2022 - Present

### Student Ambassador

Loughborough University, London

- + Organised and led a campus-wide event to welcome new international students, resulting in a 30% increase in attendance and positive feedback from attendees.

Sept 2019 - Oct 2021

### Women's Representative

Rotaract 3131, India

- + Coordinated a series of workshops and panels on women's leadership and career development, resulting in a 50% increase in attendance and positive feedback from participants.