PRIYANKA BORANA
COMMUNICATION & EXPERIENCE DESIGNER (SPATIAL DESIGN)

A multi-disciplinary designer with 10 years of experience in designing narrative experiences and communication for spatial, print and web projects.

- Goal-oriented, holistic design approach to problem solving — from project planning to crafting specific design solutions.
- 5 years of experience in managing complex projects and leading multiple teams/activities to deliver projects within the timeframe.
- Strong conceptual and visual skills with an eye for detail. Hands-on experience in a range of artistic mediums and production methods.

W : www.priyankaborana.com

E : priyanka.s.borana@gmail.com

S : prinka.b@skype.com

T : +91 9611 77 0303

EDUCATION

Graduate Diploma In Design/ Discipline - Exhibition Design
National Institute of Design, Ahmedabad, India/ '07 - 12

CERTIFICATION

Foundations of UX Design
By Google at Coursera/ '21

Graduate Diploma In Design/ Discipline - Exhibition Design
National Institute of Design, Ahmedabad, India/ '07 - 12

WORK EXPERIENCE

Junior Partner/Spatial Design Projects Lead
Wari Watai, Bangalore, India/
April '19 - Dec '22

- Defining key objectives and creative approach for the project with the creative director
- Macro and micro level planning for complex projects from setting key milestones to managing budgets and timelines
- Managing client relationship and serving as an interface between the client's team and the studio.
- Leading a collaborative design team along with concept design and development for specific sections all the way to execution (Projects varied from spatial, print and digital experiences).
- Briefing and guiding external professionals like industrial designers, interior architects, decor stylists, artists, illustrators etc on specific project components.

Senior Spatial Designer
Wari Watai, Bangalore, India/
July '14 - Present

- Key designer on a range of projects from thematic exhibitions and installations like Asian Paints ColourNext and other Identity design, print catalogs, way-finding systems, exhibition graphics, and tactile product design projects.
- Worked closely with diverse professionals – graphic designers,industrial designers, programmers, artists,copywriters, and fabricators to develop specific components.
- Liaised with various production partners to ensure quality and timely execution of designs.

Exhibition Designer/ Trapeze - A Design Collective, Bangalore, India/
May '12 - June '14

- Developed concepts with visual and production detailing.
- Conducted design and visual research on the relevant topics.
- Prepared design presentations for clients with illustrations, 3D visualizations, mock-ups and sketches.
- Created mockups and prototypes for testing materials and production methods as proof of concept.
- Supervised installation on-site.

CAREER HIGHLIGHTS

2021: Speaker and discussion panel member at UID Praxis 3.0 along side Gurjit Singh Matharoo and Nilesh Misal

2019-2020: One of the 12 industry experts invited for the ColourNext CMFT (Colour Material Finish Texture) Workshop

2018: Presenter from Wari Watai at Google Creative Talks session, India

2019-2020: Decor stylist and curator for Asian Paints ColourNext at India Design Week

INTERNSHIPS

Diploma Intern/ Design Habit Pvt Ltd, New Delhi, India / May '11 - August '11
Conceptualized a spatial narrative experience for Mind Body Soul gallery in Living Heritage Centre, Mumbai, India.

Summer Intern/ If Design Studio, Rajkot, India/ April '10 - June '10
Conducted initial research and space study for an exhibition on Chakda (a local hybrid vehicle) in Rajkot, India.

Designed the display system for the exhibit.

COMPETENCIES

Industrial Design: Structures, Technical Detailing, Materials and Processes, Space Ergonomics

Visual Communication: Exhibition Graphics, Typography, Visual Design, Signage Systems and Design, Photography, Vector Illustrations

Softwares: Illustrator, Indesign, Photoshop, Auto CAD, SketchUp, Figma

INTERESTS

Design: Creative storytelling, Immersive environments, Interactive Arts, User Experience Design, Graphic Design, Printmaking, Creative coding, Decor

Others: Indian Classical Dance, Yoga, Animals, Music, Food, Psychology, Philosophy