

Shardul Kale

Experiential Designer

+ (91) 9923704497

shardulkale08@gmail.com

Pune, India

Profile

I am an Experiential Industrial Designer who has an experience of 6+ years, majorly in the domain of Space Design. I have worked on projects in Product, Systems, Retail, Residential, Experiential & Commercial Spaces. I love to explore multiple domains & have also worked on projects in User Experience, Brand Identity, Research, Creative Strategy & Marketing. I like to work in cross functional environment & immerse myself in varied domains to apply my skills & expertise to tackle & find solutions. I believe in the process of design thinking & that it can be applied universally to get closer to the solution.

Work Experience

2020 - Present

Principal Space Designer

Kaleido Design Studio, Pune

Conceptualised, Designed & Executed multiple Turnkey Interior Space & Design projects in Residential, Hospitality & Commercial Spaces from over span of 4+ years.

2019 - 2021

Lead Retail Designer

Europa Locks, Pune

In my tenure with Europa Locks since 2.5 years I have worked as a lead experiential designer to research, analyse, design, improve and create new & better Retail Consumer Touch Points. Some of the projects lead & worked on solely include designing & executing the first Home Safety Experience Center, redesigning entire Display Systems for PAN India counters, establishing Visual Identity Brand Guidelines for Europa. Digital touchpoints like Revamping the UI/UX & creating a New Website, Digital Marketing Strategy & Collaterals, Along with Creative Consultation in various projects like Product Design, Packaging Design, Digital Campaigns, Marketing Collaterals. I have also been involved in the Strategic Planning of various Marketing campaigns.

2020

Freelance UX Consultant

I have been involved as a consultant for few UX projects with Puretech Digital for brands like Hamleys, Bank of Baroda, etc. as a part of revamping their User Experience.

2018- 2019

Intern - Space Designer

Studio Space Kraft

In my tenure, I worked on and handled interior & furniture design projects in the domain of Residential, Retail, Hospitality and Workspace Projects from initial client interaction, design, material sampling to execution.

Education

2017- 2019

MIT Institute of Design

Masters Of Design - M.Des

Industrial Design (Interior, Space & Furniture Design)

2014 - 2017

Sinhgad College of Engineering

Bachelors of Engineering - B.E.

Mechanical Engineering

Skills

