Shamon Alavi

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CREATIVE DESIGNER | PROJECT COORDINATOR

Strong foundation in design theory and a keen eye for aesthetics, thriving on transforming complex problems into creative user-centric solutions. Exceptional understanding of design principles, specifications, construction drawings and contractual conditions. Experienced in brand implementation & production, overseeing all aspects of the brands & visual identity and creative problem solving. Effective collaboration with proposal managers and stakeholders in developing BOQ, conceptual & schematic designs. Manages all aspects of design and production from concept to completion; effectively coordinates on design developments. Excellent organizational skills and communication with cross-functional stakeholders. Skilled in negotiating contracts, site monitoring, and resolving implementation issues.

WORK EXPERIENCE

PROJECT COORDINATOR | INTERSCAPE DESIGNS – *Bangalore, India*   Nov 2022 - PRESENT

Oversaw brand and visual identity implementation across marketing, communications, and proposals. Led a team to deliver projects, creative concepts, and design solutions across India and the Middle East. Managed project coordination for events, exhibitions, architectural and interior fit-outs. Ensured timely project completion within budgets, coordinating design developments and stakeholder interactions. Identified new tools and applications to create impactful visual content and monitored sites during implementation. Engaged with clients to understand their briefs, budgets, and requirements, collaborating with suppliers to select materials.

CREATIVE DESIGNER / BD COORDINATOR | JOUZY Consultancy - *Dubai, UAE*   Jun 2022 to Nov 2022

Conceptualized and crafted visually compelling user-centric designs for corporate and business portfolios, ensuring seamless brand experiences. Coordinated with the Business Development team on proposals, supporting technical and financial proposals. Supported in preparation of Prequalification (PQs), requests for proposal / information / quote (RFP / RFI / RFQ) and supported in updating client registrations.

DESIGN MANAGER | INTERSCAPE DESIGNS - *Bangalore, India*   Nov 2017 to Oct 2021

Drive the design process circle, manage the team of designers/coordinators and set priorities for the group. Manage workflow and ensure on-time delivery of customer needs across India and the Middle East. Integrated functionality and aesthetics to improve existing designs, overseeing project coordination. Monitoring site implementation operations for events, exhibitions, interior projects, and signage installation, ensuring client specifications were met. Provided creative direction and technical training to the design team.

CREATIVE DESIGNER / COORDINATOR | PICO INTERNATIONAL - *Dubai, UAE*   Apr 2014 to Oct 2017

Aligned a collaborative team to successfully deliver immersive, themed environmental designs, creative concepts, and design solutions for various projects across the Middle East. Oversaw the conceptualization, design management, production and coordination of creatives, 3D designs, exhibit designs, signage's, wayfinding's and user interfaces for Digital Interpretive Displays in theme parks, exhibits, and environmental installations. Prepare mood boards, material and colour callouts. Developed detailed conceptual and schematic designs, ensuring seamless integration of artistic vision and technical execution.

[**The Green Planet & HUB Zero - Client: Meraas | Contractors: RIVA & SAMSUNG**]
[**Al Hefaiyah - Mountain Conservation Center & Kalba - Bird of Prey - Client: EPPA Contractors: Sophy Cave Design LLC**]

SENIOR 3D VISUALIZER / TEAM LEAD | TESCO HSC - *Bangalore, India*   Aug 2012 to Jan 2014

Visualised & developed 3D renders and creatives for **Tesco's in-house architectural, interior, retail merchandising and signage** requirements for UK, Asia and Rest of Europe. Interact & work collaboratively with the stake holders & design managers on behalf of the 3D, Formats and Retail design team.

SENIOR CREATIVE DESIGNER | CANDID MARKETING - *Bangalore, India*   Jun 2010 to Jul 2012

Visualised **creative concepts for exhibitions, events, brand activations & promotions** across India. Led designers in ideation, development, and presentation of projects. Defined and maintained branding guidelines.

GRAPHIC DESIGNER | ADWIT GLOBAL - *Bangalore, India*   Feb 2008 to May 2010

Visualized artworks using Adobe Photoshop, InDesign and Illustrator. Designed advertisings for US based Magazines & Newspapers agencies - **Metro Creative Connection, Design Your Ad (DYA), Times-Shamrock, New York Press Association (NYPA) and The Virgin Islands Daily News**.

EDUCATIONAL CREDENTIALS

MASTER OF BUSINESS ADMINISTRATION

National Institute of Business Management, Chennai | 2017-2018

BACHELOR OF ANIMATION & COMPUTER GRAPHICS

Bangalore University | Erstwhile Rai University | 2004 – 2008

DIPLOMA IN CIVIL ENGINEERING

Calicut Institute of Engineering & Technology | 1998 – 2000

CERTIFICATE ACCREDITATIONS

MASTER DIPLOMA | Project Planning and Management | **Synergy School of Business Skills** | Bangalore
BRAND MANAGEMENT | Aligning Business, Brand and Behaviour | **University of London** | Coursera
LEADERSHIP SKILLS | IIM Ahmedabad | Coursera
UI/UX DESIGNING | Designing User Interfaces & Experiences | **IBM** - Skills Network | Coursera
DIPLOMA | Coding & Technology | **Upskillist** | CPD Certified
PROMPT ENGINEERING | Specialization – On Going | **Vanderbilt University** | Coursera

PROFESSIONAL SKILLS

Design & Build | 3D modeling, Visual Rendering, UI Designing
Creative Designing - 3D, Vector & Raster Graphics (architectural, exhibition, theme, graphic, ad's, signage's)
Attention to detail | Color | Contrast | **Typography | Logo Design | Iconography | Web standards**
Well versed in **Construction Materials & Production Standards**
Printing, Fitout & Fabrication Techniques
UI/UX Design - User-Centered Design | **Wireframing** and **Prototyping**
Basic understanding of **Coding** and **Front-End Development**
Project Management & Coordination - **MS Project, Oracle Primavera P6**
Strong Prompting Skills | Excellent communication and time management skills

DESIGN TOOLS

Autodesk AutoCAD, 3DS Max & **V-ray**
Adobe Creative Suite, Illustrator, InDesign, Photoshop, Figma, Adobe XD
MS Office, HTML5, CSS and **JavaScript**

ADDITIONAL INFO

Driving Permit	:	Dubai, **UAE & INDIA**
Languages	:	**English, Hindi, Tamil & Malayalam**
Visa Status	:	**Visit Visa	Valid till 24th Sept 2024**