



Paraz Sonowal (Portfolio)

PRODUCT DESIGNER | RETAIL EXPERIENCE DESIGNER

+91 9678598028
ar.parazsonowal@gmail.com
[LinkedIn](#)

WORK EXPERIENCE

Design Intern - Store Planning (Target Corporation, Bengaluru), July 2023 - April 2024

- **Planned and strategized** the layouts of the Target stores in order to **enhance the guest experience**. Also, planned and arranged the fixtures and gondolas within the departments, from the **perspective of sales and marketing directives**.
- Contributed towards **upskilling** team members in **design thinking, presentation framework, graphical composition and visual hierarchy**.
- Enhanced guest experience at Target stores, which are suffering from Organized Retail Crime (ORC), with **System - level Design Interventions** in the guest shopping journey, by bridging the gap between **physical and digital domains**, and adopting **user recognition tech**, as well as promoting user-independence in merchandise **accessibility** in the stores.
- **Collaborated** with stakeholders to understand the shortcomings of existing anti-theft systems; proposed **anti-theft design solutions** to improve the existing systems, with **suspect tracking and swift identification process** in order to reduce losses due to Organized Retail Crime.
- Proposed anti-theft solutions at micro level (**Product and Fixture design**), as an alternative to the existing use of locking shelves in the stores, which disrupted the guest shopping experience as well as store operations.

Visual Designer - NID x Kohler Workshop (NID Bengaluru), July 2022 - August, 2022

- Collaborated with NID Faculty members and Kohler Team to **conceptualize** and **craft the brand language** for the collaterals (banners, brochure, ID cards, etc), for the workshop.
- **Analyzed** Kohler's existing products' range and design language to set up a **training** and **brainstorming** curriculum on design thinking and processes, for the workshop.

Intern Architect - Farming Architects Pvt. Ltd (Hanoi, Vietnam), January 2020 - May 2020

- **Drafted** construction plans for residential projects with **detailed drawings** focusing on sunken floor construction, door-window design, cabinet design, etc; as well as designed **exhibition spaces** and allied **design elements** for Yokohama Triennale 2020, in Japan. (under guidanceship)
- **Explored** architectural possibilities at conceptual level by experimenting with materials as well as creating scaled **3D concept** models to understand the **synergy of spaces and levels**, of light and shadow, and of different building materials.
- Collaborated and **coordinated** with various stakeholders involved in a construction process, conducting **market research** to understand the current trends and material pricing in the Vietnam market. Also, involved in client meetings and presentations and conceptualizing their ideas and aspirations into **concrete designs ideas** and 3D models.

EDUCATION

■ **M.Des (Design for Retail Experience)**
National Institute of Design, Bengaluru Campus
2021 - 2024

■ **B.Arch (Bachelor of Architecture)**
School of Planning and Architecture, New Delhi
2016 - 2021

SKILLS

- Figma
- Photoshop
- Illustrator
- Indesign
- Lightroom
- AutoCad
- SketchUp
- Enscape
- Blender
- MS Office

ACHIEVEMENTS AND RECOGNITIONS

- Longlisted** - Karwaan National Design Competition, 2020 (Top 50 Finalists)
- Featured** - Best Public Art of 2020, Artsy Editorial ([Yokohama Triennale 2020](#))