



## HELLO

I describe myself as a highly innovative, persistent, and resourceful individual who loves pursuing out-of-the-box yet pragmatic design solutions. My career has evolved through skills gained at industry stalwarts such as IKEA and Mahindra, which I am eager to apply and expand upon in new environments. Recently, I took a maternity break to focus on my family, which has further enriched my perspective and resilience. I am now excited to return to the professional world, ready to bring my refreshed energy and insights to new challenges.

## WORK EXPERIENCE

### ART & DESIGN TEACHER (PART TIME)

Bangalore, India

KONSULT CREATIVE EDUCATION | JAN 2021 - DEC 2023

- Highly innovative and resourceful art and design teacher with extensive experience in systematic learning environments for children and adults.
- Expertise in portfolio development, guiding students to create compelling portfolios for undergraduate and graduate programs abroad.
- Proven track record in nurturing artistic skills and creative thinking through structured and pragmatic design solutions.
- Skilled in leveraging industry experience to enhance teaching methodologies and student engagement.
- Committed to fostering a supportive and inspiring classroom atmosphere, encouraging students to reach their full potential.

### SHOP VISUAL MERCHANDISER

Kuwait

IKEA AL-HOMAIZI LIMITED | NOV 2017 - NOV 2020

- Promoted from Visual Merchandiser/Activity Designer to Shop Visual Merchandiser in April 2020 for IKEA's new touchpoint at 360 Mall Planning Studio.
- Optimized the shop layout to create a cohesive product overview and a visually striking impact that enhances the customer buying process.
- Innovated smart solutions to boost store vitality across all media by collaborating closely with the commercial calendar, utilizing the range to inspire customers and increase visitation.
- Designed relevant, inspiring, affordable, and commercially viable range presentations that catered to various styles and price points, exceeding visitor expectations.
- Continuously assessed product presentation performance and contributed to functional reviews to identify areas for improvement.
- Created dynamic pop-up displays based on briefs from Marketing and commercial calendar activities and events.
- Planned, managed, and coached co-workers to understand the underlying principles of visual merchandising.
- Stayed updated on retail and home furnishing trends to ensure cutting-edge presentations.
- Selected as Kuwait's Revit country superuser, taking ownership of training and layout design.

# SANA ASHRAF

VISUAL MERCHANDISER/  
DESIGNER

## CONTACT

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## EDUCATION

### BACHELOR OF DESIGN

Major in Accessory Design  
NATIONAL INSTITUTE OF FASHION  
TECHNOLOGY, INDIA  
2008 - 2012

COMPUTER SKILLS

SketchUp  
Revit  
AutoCAD  
Corel Draw  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Microsoft Office Suite

ACHIEVEMENTS

IKEA TALENT MANAGEMENT PROGRAM

Shortlisted for pilot program  
2019

IKEA CONCEPT REVIEW,  
3rd position Globally  
Contributed towards enhancement of the store  
2018

VM&RD Retail Design Awards  
Best Store Front  
2013

IN-STORE ASIA, 1st place  
VM challenge  
2013

Mahindra RISE Award  
“Alternative thinking” & “Accepting no limits”  
2013

TIME Awards  
Visual Merchandising- Beanstalk  
2013

HEAD- DESIGN AND COMMUNICATION  
KONSULT ART & DESIGN ACADEMY | SEPT 2013 - MAY 2017

Bangalore, India

- Focused on driving business growth through innovative design solutions, enhancing long-term profitability and customer engagement.
- Collaborated with cross-functional teams to develop and execute strategic plans.
- Created and implemented comprehensive marketing strategies to boost online and offline brand visibility.
- Led the company's CSR initiatives, including the 'Art for a Cause' project, promoting art education for underprivileged communities.
- Designed all visual communication and marketing materials for both web and print media.
- Developed educational content and supported course development and management.
- Advised students pursuing creative careers, fostering innovation and helping them build unique, personalized portfolios.
- Organized corporate workshops in partnership with industry leaders such as McKinsey, Times of India, and Shell etc.

EXECUTIVE VISUAL MERCHANDISER  
MAHINDRA RETAIL | JUNE 2012 - SEPTEMBER 2013

Bangalore, India

- Managed budgeting, planning, and implementation for new 'Mom & Me' and 'Beanstalk' stores nationwide, establishing a distinct brand identity.
- Coordinated and executed all retail store elements, including planograms, mannequins, graphics, and visual merchandising props.
- Conducted weekly store visits to ensure compliance with merchandising plans and goals.
- Developed solutions for store-specific merchandising challenges, adhering to brand standards and corporate visual guidelines.
- Assisted in training and developing peers, store-level staff, and managers.
- Created and styled in-store and window merchandise displays, incorporating both current and upcoming seasonal fashion trends.
- Contributed to the creation of training manuals, including the visual standards guide for the brands.
- Achieved a significant milestone by opening 15 'Mom & Me' stores and 10 'Beanstalk' stores within 3 months, collaborating with various vendors and regional teams to reach a total of 100 'Mom & Me' and 25 'Beanstalk' stores nationwide.

CORE QUALIFICATIONS

Store Design  
Shop Window Design  
Media Planning  
Planograming  
Commercial Activities  
Graphic Design  
Customer Flow  
Customer Buying Behaviour

Material Exploration  
Range Presentation  
Design Process  
Commercial Lighting  
Team Leadership  
Creative Thinking  
Detail Oriented  
Mentoring