

Profile



Pooja Modi

*I create engaging human experiences connecting
People, services and spaces*

I'm a designer with specialization in Product-Service Systems and Interiors. My academic journey started from Oman and I pursued my design education in India and Italy. During my academic career, I have worked with multidisciplinary teams where individuals come from different cultural backgrounds and also during Internships. I can easily blend with people and I like to put forward my opinions and discuss them with others. My creative thinking spreads across many different design disciplines including :

Interior Design

Service Design

Product Design

Digital Marketing

User Experience Design

Branding & Communication

Pooja Modi

Interior / Service Designer

I'm a 28-year-old designer and I completed my post graduation from Politecnico di Milano, Milan, Italy. As an interior design graduate, I started my academic career in service design with a simple idea of connecting people, services and spaces to create meaningful experiences that make life easier and simpler. I am interested in design innovation, trends research and understanding application of technologies in product-service design that help promote social good.

Experience

Desert Dome Trading/ **Design & Development Head**

Muscat, Oman / June 2021 - Currently

I am working on a new private hospital design project. It is a four storey multispeciality surgical hospital. My work scope include : Interior design/ Service design/ Branding design and supervising site execution. I work closely with the board for designing and planning of the project.

Albayan Global Business / **Interior & Service Designer**

Muscat, Oman / October 2020 - May 2021

I worked on developing the brand and experience for several projects including a pharmacy, a café and a private farmhouse outdoor design. I work with the client extensively in developing the brand and the service requirements. As part of my work scope, I design the concept stores and manage site supervision communicating with all the subcontractors involved in the projects.

Mesdac Solutions / **Digital Design Intern**

Muscat, Oman / April 2020 - June 2020

I worked on the design and development of a B2B service platform, brand development, an internal self-reporting app and digital marketing content for private clients at Mesdac. The remote internship helped me to gain competencies on : Graphic design/Branding/User experience design/Digital marketing strategy/Social media marketing and management.

CEPT University / **Teaching Assistant**

Ahmedabad, India / January 2016 - January 2017

Worked part-time while doing my thesis research teaching two subjects I am passionate about : Building materials and methods of construction and Interior construction drawings. I guided the students during class hours, corrected assignments, provided references, conducted site visits for measure drawing and organized exam sessions supervised by the professors.

Future Research Design Company / **Interior Design Intern**

Bangalore, India / August 2014 - October 2014

Working primarily in retail interiors, I designed and executed concept stores for brands across food, clothing, automobile and interior products industries. I worked with different teams on : market research, material sourcing, site measure drawings, site evaluation, making estimations, timeline of the projects and attended client meetings.

National Engineering Office / **Interior Design Intern**

Muscat, Oman / May 2014 - July 2014

Developed interior concept for a private client - three floors villa in Muscat including moodboards, material specifications, layout, and all set of interior working drawings : furniture/ flooring/ ceiling/ electrical/ wall sections and an autocad 3D model for visualization.

Certificates

The Fundamentals of Digital Marketing / 2021

Certified by Google digital garage

Hackathon Fintech & Tourism / 2021

The Innovation Hub, Oman Arab Bank

Languages

English (Primary)

Gujarati (Mother tongue)

Hindi (Secondary)

Italian (A1)

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Design skills

Tools

Interior :

Brainstorming/ Co-design tools & planning

Zoning areas & Services

Interior conceptual/ working drawings

3D visualization/ Models

Material moodboard/ selection/ MAS &

BOQ/ site supervision

Service design :

Storyboarding/Prototyping/Service

Blueprints/ System map/ Offering map/

Business model canvas/ KPI

Wireframes & App mockups

Information Architecture

Branding & Logo

Digital marketing content graphics

Softwares

Adobe Illustrator/ Indesign/Photoshop

Video edit : After effects/ Premier pro

2D/3D : AutoCAD/ Sketchup 3D/ Irender

Co-working

Figma/ Miro/ Mural

Education

Product Service System Design (Hons.)

Master's Degree / Politecnico di Milano

Milan, Italy / Sept 2018 - Oct 2020

Interior Design

Bachelor's Degree / CEPT University

Ahmedabad, India / July 2011 - Jan 2017

High School (Gold Medal)

Engineering Science / Indian School Muscat

Muscat, Oman / July 2004 - April 2011