

Rohan Golchha

Designer | *Design Excellence Centre, Titan*

Curious by nature, creative by instinct, and optimistic in approach.

SUMMARY

Jewelry designer with 4 years of experience at Mia and Tanishq IBD (International Business Division), bringing a strong blend of design expertise and commercial understanding. Possesses a clear knowledge of brand DNA, target customer, price segments, and design language. Skilled at translating trends, customer insights, and store feedback into products that perform well in the market. Experienced in working closely with merchandising, sourcing, and production teams to deliver successful products and support category performance.

WORK EXPERIENCE

Designer - Brand Mia & Tanishq IBD

June 2022 - Present - 4yrs

- **Design Execution & Product Development** Designed 300+ products end-to-end, from ideation to final execution, and developed 500+ products over the past years, translating briefs into commercially viable designs aligned with brand and customer needs.
- **Contributed significantly in developing milestone collections** including Rare Pair , Trims, Premium Wear, Bridge Bangles, Bee My Valentine, and Sun kissed by Mia, driving brand visibility and category performance.
- **Innovation through storytelling-led concepts** such as “The Star in You” concept—built around a powerful narrative of self-belief, transforming the product into a meaningful symbol of individuality and everyday empowerment serving as a constant reminder that she is her own star.
- **Led IP(Intellectual Property) creation** for 6 designs in the Premium Wear collection, driving design registrations across India and international markets(US and GCC region), strengthening product differentiation and building proprietary brand assets.
- **Cross Functional Team (CFT)**
 - **Collaborated with merchandising teams** on range planning, analyzing design attributes such as form, shape, motifs, diamond positioning, styling, and occasions to optimize product assortment and gain a comprehensive understanding of product performance dynamics.
 - **Accelerated go-to-market timelines** through cross-functional coordination with NPI, sourcing, and NPD teams, ensuring timely launch of collections.
 - **Led vendor collaboration** through the VCC route, assessed approx 300 products and structured them into actionable buckets, leading to 100 high potential designs launch in stores. Extended involvement post-launch by identifying key techniques and applied them in the next collection Bee My Valentine, the impact of which was seen as the collection performed exceptionally well.
 - **Coordinated with marketing, VM, and retail team** to execute product shoots, develop content, for RSO training to ensure clear communication of product features, styling, and storytelling, improving in-store understanding and driving higher customer conversion.

- **Anchored market research and consumer insights** through store visits, translating insights into designs, story telling, such as after the Kolkata market visit we did the Loha Bangles. Also observed new techniques during the Hong Kong market visit and applied them to upcoming collections.
- **Drove end-to-end product ownership beyond design** by driving storytelling, writing product descriptions, creating descriptive video of explaining the story and the product to RSO and curated display experiences to influence the stakeholders and inspire to think in these directions.

Farah Khan Fine Jewellery, Mumbai
Graduation Project

Jan 2022 - Apr 2022

- Gained exposure to high-end jewelry design, craftsmanship.
- Worked on design development aligned with fine jewelry aesthetics and material detailing

EDUCATION

Bachelor of Design (B.Des), Lifestyle & Accessories Design,
National Institute of Fashion Technology (NIFT), Chennai

2018 - 2022

ST. Joesph School, Siliguri

2005 - 2017

SKILLS

Interpersonal Skills

Design & Research, Cross-functional collaboration, Stakeholder management, communication & presentation skills, Trend Analysis, Customer-centric thinking, Problem-solving & decision-making.

Technical Skills

Procreate, Sketchbook, Photoshop, Corel draw, MS office.

DETAILS

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