

# Nandita Ganesh

D E S I G N , P E O P L E A N D L E A D E R S H I P

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## P R O F E S S I O N A L S U M M A R Y

Creative leader with a decade of experience directing spatial design, brand experiences, and visual merchandising for premium retail across India and internationally. Built and led multi-disciplinary teams of 15+ direct and 60+ cross-functional members, owning projects end-to-end from concept pitch to live launch. Track record of translating complex brand briefs into commercially successful environments — across 10 store builds, 5.3 lakh sq ft of retail, and an independent events practice producing 5 weddings from scratch.

## A R E A S O F E X P E R T I S E

### Creative Direction & Design

**Concept Development:** Created spatial concepts for retail, exhibitions, and brand experiences for premium and luxury clients, from initial sketches to client approval.

**Campaign Art Direction:** Led seasonal campaign planning as the primary commercial storytelling vehicle at IKEA, from brief to execution and post-campaign review across multiple store formats.

**Design Systems:** Developed VM fixture catalogues, planogram standards, graphics guidelines, and execution frameworks for consistent, scalable multi-location retail rollouts.

### Leadership & Delivery

- **Team Leadership:** Managed 15 direct reports and ~60 cross-functional colleagues at Apple, building a high-performance culture through structured mentorship, career development, and performance reviews.
- **Pitch & Client Management:** Contributed to client pitches and concept presentations at GoodEarth; independently pitched and won 5 weddings through personal event practice — sole point of contact from brief to execution.
- **Project Delivery:** Owned end-to-end delivery for 10 store builds across luxury retail, with budgets of INR 30–45 lakhs per project and zero revenue-impacting delays.

### Interpersonal & Soft Skills

- **Stakeholder Management:** Regularly influenced decisions at Director level on priorities, resource trade-offs, and delivery strategy; represented team perspectives in leadership forums.
- **Cross-functional Collaboration:** Consistently brought together design, operations, fabrication, logistics, and business teams to deliver complex launches on tight timelines.

## C A R E E R   H I G H L I G H T S

- **10 Store Builds, 5.3 Lakh Sq Ft:** Directed end-to-end retail design and delivery at GoodEarth Design Studios, managing budgets of INR 30–45 lakhs per project across luxury premium brands in multiple cities — on time, on brand, every time.
- **Team Scaled from 0 to 65+:** Recruited, onboarded, and managed 50 new team members at Apple within a structured planning and delivery organisation, implementing training plans that measurably improved programme readiness and ramp-up efficiency.
- **Revit Transition — 4 Weeks to Replanning:** As Revit Super-User at IKEA India, led the AutoCAD-to-Revit migration, reducing replanning cycles from months to ~4 weeks and seasonal change cycles to ~1 week.
- **Independent Creative Practice:** Founded and operate a wedding and event production company in Mumbai — pitched, won, and delivered 5 weddings independently, managing all vendor relationships, creative direction, and client experience.

## P R O F E S S I O N A L   E X P E R I E N C E

### Manager, People & Planning

Apple Retail, Mumbai Jun 2025 — Present

Apple Retail is a global consumer electronics brand. This role sits within the People Experience, Planning & Retail organisation.

- Built and scaled a planning and delivery organisation — 15 direct reports and ~60 cross-functional colleagues — through structured mentorship, career development frameworks, and regular performance reviews.
- Recruited and onboarded 50 non-lead team members to meet programme demand, implementing structured training plans that improved ramp-up efficiency.
- Led 12-week delivery sprints integrating business, operations, design, and regional teams; facilitated leadership forums to align on priorities and long-term strategy.
- Influenced decisions up to Director level on resource allocation, trade-offs, and delivery planning — advocating for team growth and operational clarity.
- Introduced AI-enabled analysis and uniform workflows, driving measurable efficiency gains and stronger team decision-making.

### Creative Lead, Retail Design & Delivery

GoodEarth Design Studios, Mumbai Nov 2023 — Feb 2025

GoodEarth is a premium Indian lifestyle and design brand. This role led creative and project delivery for new store builds and refurbishments.

- Directed end-to-end delivery for 10 store layouts across 5.3 lakh sq ft of luxury retail — budgets of INR 30–45 lakhs per project, across multiple cities.
- Developed scalable design systems: VM fixture catalogues, spatial layouts, graphics guidelines, and material specifications for consistent multi-location rollouts.
- Contributed to client pitches and concept presentations, translating brand briefs into spatial stories that won project mandates.
- Managed external architects, designers, and fabricators — ensuring brand compliance, technical integrity, and on-time handovers.
- Piloted early 3D-printing techniques and local vendor solutions to accelerate fit-outs and avoid revenue-impacting store closures.

## Commercial Design Team Leader

IKEA India Oct 2021 – Nov 2023

IKEA India is a large-format home furnishings retailer. This role led spatial design, VM strategy, and customer experience planning.

- Oversaw spatial design and customer journey planning across large and small-format stores using performance insights and journey mapping.
- Drove seasonal campaigns end-to-end — brief to execution to post-campaign review — as the primary vehicle for commercial storytelling.
- Built VM graphics guidelines and communication toolkits ensuring brand consistency across campaign changes and new launches.
- Created and maintained planogram standards and VM execution frameworks for repeatable, scalable rollouts across store formats.

## Commercial Design Specialist

IKEA India Jun 2019 – Oct 2021

- Developed thousands of planograms optimising product presentation, adjacency, and commercial performance across formats.
- Led AutoCAD-to-Revit transition as Super-User — reduced replanning to ~4 weeks, seasonal cycles to ~1 week.
- Produced 3D concepts, detailed layouts, and execution documentation for store refreshes, campaigns, and omni-channel initiatives.

## Multidisciplinary Designer & Stylist

D'Decor, Mumbai Dec 2016 – Jan 2018

- Designed retail stores, exhibitions, window displays, and pop-ups; led product styling and visual storytelling for premium retail audiences.
- Created seasonal VM concepts and brand graphics using Adobe Creative Suite for integrated campaign execution.

## Interior Designer

Design Matters / Freelance Dec 2014 – Jul 2019

- Residential, hospitality, and restaurant projects — floor plans, 3D visuals, BOQs, working drawings, and contractor coordination.

## E D U C A T I O N

**Master's, Interior & Living Design** | Domus Academy (in collaboration with NABA), Milan

AI Tools & Automation · Be10x

Foundations of Project Management · Google