

Shifa Ali

Design Manager

✉ shifaaliashraf1999@gmail.com ☎ 07342220912 📍 30 Craig Park , Glasgow - G31 2NL

PROFILE SUMMARY

With over 7 years of experience in the design field, including 3 years of professional practice as an architect at Studio Amaavi, I successfully completed more than 20 high-end residential projects across India and Dubai, I have honed my skills in design, client relations, vendor management, and project management encompassing budgeting and marketing. However, managing full project cycles highlighted the need for formal business acumen. Driven by a dedication to growth and a desire to merge creativity with business savvy for tackling complex projects effectively, I pursued a Master's in Business and Management. This strategic move has equipped me with an additional skill set, enabling me to bring diligence, enthusiasm, organisational skills, a strong design sense, and the ability to manage client relationships seamlessly from start to finish.

EDUCATION

- 01/2023 – 01/2024
Glasgow, Scotland **Masters in Business and Management, Strathclyde University**
Module : Brand Management, Business Operations, Managing People in Organizations, Analytical Support for Decision Making, Financial Management, Managerial Accounting, Business Strategy, Professional Management Practice, New Venture Creation , Managing Innovation, Consulting in Practice, Marketing Management etc
- 06/2016 – 06/2021
Bangalore, India **Bachelors in Architecture, Reva University**
Architectural and Interior Design, Building Construction & Project Management, Site Planning & Urban Design, Interior space designing, Environmental Systems, Building Technology, Architectural History & Theory, Design Studio, Professional Practice, Architectural Visualization & Rendering, Digital Representation.

PROFESSIONAL EXPERIENCE

- 01/2019 – 10/2022
Bangalore, India **Jr Architect and Internship (Full Time), Studio Amaavi** ☑
As an architect, I manage design projects from concept to delivery, using software like AutoCAD and Sketchup to create detailed drawings and models. I lead client meetings, perform calculations, and oversee budgets, estimating, and documentation. My expertise spans residential, facade, interior, and furniture design, including 2D and 3D modeling and bill of quantities preparation. I ensure quality and safety while boosting client satisfaction through proactive communication and site visits. My skills include project management, leadership, problem-solving, and proficiency in Google Workspace and Microsoft Office. Through streamlined processes and effective project management, I've improved team efficiency by 25%.
- 03/2023 – 10/2023
Glasgow, Scotland,
United Kingdom **Digital Marketer (Part Time), Old Woolies** ☑
Drove engagement and strengthened relationships through effective communication with customers, stakeholders, and audiences. Strategic marketing guidance, seamless campaign execution, and organic social media growth management helped achieve and surpass marketing objectives while enhancing the company's brand visibility by designing the entire website.
- 04/2024 – present
Glasgow,
United Kingdom **Customer Advisor, Lloyds Banking Group**
A Lloyds Banking Group phone advisor handles diverse client banking tasks, from account inquiries to online support. They offer essential customer service and financial guidance, using comprehensive knowledge of Lloyds' products. Advisors manage sensitive data discreetly and are key to maintaining customer satisfaction. The role requires excellent communication and problem-solving skills. Patience and efficiency in a fast-paced environment are crucial. Adherence to banking regulations and security protocols is essential.

COURSES

2023 Mumbai, India	Residential Design , <i>The Designers Class by Gowri Khan</i> Module : Fundamentals of Interior Design, Residential Space Planning, Material Selection and Finishes, Furniture Design and Selection, Lighting Design, Colour Psychology and Application, Environmental Sustainability, Client Communication and Project Management.
2018 Barcelona, Spain	Scanning Barcelona , <i>Escola Tecnica Superior d'Arquitectura de Barcelona (ETSAB)</i> Module : Architectural Styles of Barcelona, Urban Design and Planning Principles, Historical and Cultural Influences Sustainability Measures in Architecture, Detailed Ornamentation and Decorative Elements, Case Studies of Architectural Projects, Field Studies and Site Visits.
2016 Bangalore, India	Computer-Aided Design (CAD) and Building Information Modeling (BIM) Course Introduction to CAD and BIM, Basic Drawing and Editing Tools, Advanced Drawing Techniques, Dimensioning and Annotation, Introduction to 3D Modelling, Advanced 3D Modelling, Creating Building Elements, Working with Families and Components.

MY TOP 5 PROJECTS

Bangalore, India	Kingfisher Tower , <i>Interior Project</i> As an assisting architect, managed all aspects of a £4.5M interior design project including drawings, material selection, vendor coordination, inspections, and photoshoot. Gained exposure to unique materials mother of pearls, uniques marble and onyx stone handling, Usage of Swarovski Crystals and emerging technologies while developing new design details.
Bangalore, India	Nambear Bellezea , <i>Villa Interiors</i> Integrated sophisticated neutral palette with bold accents, designed modern elements like rotatable glass partitions, and curated natural light and airflow for versatile, harmonious spaces at Villa Nambiar Bellezea.
Mysore, India	Evermark Solace , <i>Architectural Design Project</i> At Evermark Solace, crafted seamless blend of modern luxury and functionality through space planning, structural analysis, and designing communal areas and room layouts for comfort and privacy.
Hassan, India	Asha Villa , <i>Architectural and Interior Design Project</i> Independently managed Hassan villa project conceptualization, integrating elegant wood panels for aesthetics, optimizing utilization, and ensuring meticulous high-quality details to embody luxury.
Jameirah, Dubai	Cafe Jameirah , <i>Architectural and Interior Design Project</i> Led full architectural transformation of villa into vibrant café, managing design, construction, teams, and gaining experience across client communication, vendor coordination, budgeting, and scheduling.

SKILLS

Residential designing, Interior designing, Furniture designing, AutoCAD, Sketch Up, V-ray and Photoshop, Google Workspace and Microsoft Office tools.

Business Management, Leadership, Communication, Critical Thinking, Problem-solving.