

NARAYANAN KUTTY NAIR

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Summary

Visual Merchandising,
Graphic design, Print design
and Marketing design
experience of over 25 years.

Creative direction, leadership,
team management experience
over 12 years.

Extensively travelled to over 26
countries.

Worked with and lead teams of
over 20 member multi-cultural,
multi linguistic teams.

Coached, motivated and
reviewed team performance
and provided critical feedback
for career growth.

Worked with all segments of
products and brands in-
Fashion, Fashion Accessories,
FMCG, Furniture, Homeware,
Beauty, Food, Restaurant,
Home Appliances and More.

Projects

Store planning and store
opening buildup projects on
over 22 many countries for
IKEA.

Planned and build stores
various tier 1 and tier 2 cities
in India.

Stores and experience centers
starting from 250sqmtr to
35000sqmtr.

Achievements

Concept Review Toper

Under my leadership IKEA
Kuwait scored highest points
in concept review among
IKEA franchises globally.

On Time Delivery

Consistently followed
timelines and secured quality
delivery of projects.

Employee of the Year

Awarded employee of the year
at IKEA ALFUTAIM for
2003, 2004, 2006

Work Experience

IDENTITY RETAIL INNOVATION PVT LTD

Project Head - Interiors
Bangalore, Jan 2024 – till date

SOBHA LIMITED – MTERCUBE STORES

Associate Vice President - Visual Merchandising
Bangalore, July 2022 –Dec 2023

IKEA AL HOMAIZI LIMITED, KUWAIT

Service Office Regional Visual Graphic Communication Leader,
Kuwait, Jordan, Morocco, Aug 2014 – Nov 2019

INTER IKEA SYSTEMS BV. BANGALORE, KARNATAKA

Freelance Consultant –Visual Graphic communication - June 2008 –
June 2014

ADITYA BIRLA RETAIL LIMITED - MORE MEGASTORE, MUMBAI, MAHARASHTRA

National Head Branding and Marketing (Visual Merchandising)
Dec 2007 – Jun 2008

IKEA ALFUTTAIM, ABU DHABI, UAE

Store Graphic Communication Leader, Aug 2000 – Nov 2007

ARABIAN TRADING AGENCY DUBAI, UAE

Visual Merchandising Executive, Jan 1998 – Nov 1999

SHOPPERS STOP, BANGALORE, KARNATAKA

Visual Merchandiser- commercial artist, Aug 1995 – Dec 1997

Proven job roles

- Planned and prepared graphics elements such as brochure, flyer, poster, large format graphics, website images, templates, artworks with typography guidelines and brand guidelines to ensure brands represent and uniform standard.
- Developing and implementing VM standards, VM guidelines, New arrival strategy and VM seasonal calendar implementation with marketing and buying team.
- Coordinated commercial activities together with all stakeholders such as SO sales, marketing, logistics, and store teams.
- Planning and execution of branding strategy for the big box retailer, hypermarket, supermarket, fashion stores and luxury brands boutique and developed brand guideline document.
- Regular store visits and VM audits, checklists and operational maintenance.
- Adjusted commercial plans to factor new opportunities to maximize sales for the stores in 3 markets together with the SO teams and store teams.
- Prepared contracts, revisions, changes and additions to plans with interior designers, graphic designers, consultants, clients, suppliers, and subcontractors.

Additional skills

Ai Tools for design
Fashion merchandising
Digital marketing
Ecommerce merchandising
Space planning
Experience design
Window displays
Instore displays
Project management
Vendor management
Vendor sourcing
Circular leadership
Communication skills
Time management
People management
Budgeting and finance
SEO/SEM
Web design
Competition monitoring
Coaching
Training

Hobbies

Chess, Cricket, Bowling,
Pool, Cooking

- Regular store visits and VM audits, checklists and operational maintenance.
- Developed graphic visual communication concept direction and its proper implantation in different media and environment.
- Created eye catching and functional in-store display solutions for the stores.
- Planning for freelance consultants for store planning and build up, co ordinating with them.
- Prepared a multi-channel graphics communication plan for all touchpoints to supports business objectives.
- Planned and secured all materials and people resources are secured prior to store build up in different markets.
- Provided stores with a yearly budget template and guidelines with costs for all planned store activities, training, seminars and exhibitions to attend.
- Conducted regular competitor monitoring and analysis of data to identify market opportunities and made necessary changes in strategy documents.
- Supported IKEA store build-ups as graphics planner and specialist in different countries for store graphic communication.
- Ensured new team members in the specified market are adequately coached and trained on graphic communication IKEA way, global standards and guidelines.
- Prepared contracts, revisions, changes and additions to plans with interior designers, graphic designers, consultants, clients, suppliers, and subcontractors.

Skills

Retail Design Leadership, Creative Direction, Business Strategy, Visual Merchandising, Graphic Design, Interior Design, Branding, Marketing, Typography, Iconography, Layouts, Publishing Design

Software expertise

Adobe Creative Suite, Figma, Sketchup, Autocad, Midjourney, Flux, Runway, Lama, Dreamweaver, Deepsearch, Google analytics

Education

ST THOMAS HIGH SCHOOL, MAYANNUR, KERALA,
High School Diploma, May 1986

INSTITUTE OF PRINTING TECHNOLOGY, SHORANNUR,
PALGHAT DIST, KERALA
Diploma in Printing Technology, Jun 1986 - Mar 1990

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON PA,
PENNSYLVANIA
Diploma in Fashion Merchandising - , Jun 1998 - Jul 1999

ADOBE SYSTEMS INCORPORATED, DUBAI
Adobe Certified Expert, Indesign, Acrobat