



Deepti Kumar

Jewellery Designer

📍 London, UK

[Portfolio file](#)

[View profile on Dweet](#)

Languages

English (Fluent)

Hindi (Fluent)

About

I am a versatile jewellery designer with extensive luxury retail experience, specialising in trend research and creating narratives through design. I excel at developing collections that align with brand aesthetics while managing production processes efficiently. Fluent in English and Hindi.

BRANDS WORKED WITH

Vashi

Pure Jewels

Tateossian

IK Silver

Joumanna Jewellery

Experience

● Jewellery Designer

Vashi | Mar 2022 - Oct 2022

Fine jewellery brand in London Jewellery Designer

- Research current trends, design new collections and expand current collections helping to create the brand aesthetic for Vashi.



● Freelance Designer and Product Developer

Pure Jewels | Dec 2016 - Now

A premier design-led fine jewellery retailer taking inspiration from the East and interpreting it for the UK market. Freelance Designer and Product Developer

- Created a distinct brand style for Pure Jewels that led to repeat orders for all the pieces.
- Liaised with workshops in UK and India, developing collections in CAD, managed a CAD technician, handled production of 3D models in STL ready for printing and casting.
- Designed and developed a successful collection for the National Gallery inspired by 16th Century art based on their exhibition, Artemisia. Communicated the design details accurately, selecting available materials to suppliers in India so samples were ready despite the tight deadline of 3 weeks.
- Standardised engagement rings for online sales.

● Freelance Product Director

JOUMANNA JEWELLERY | Apr 2015 - Feb 2017

Online Jewellery Company retailing jewellery from designers in Lebanon. Freelance Product Director

- Write product descriptions and blogs.
- Design e-newsletters using Mailchimp.
- Develop packaging and other promotional material according to brand identity.
- Upload all product related information on the website using Shopify.



● Senior Designer and Product Developer

Tateossian | Oct 2008 - Feb 2013

International men's and women's jewellery and accessories retailer and wholesaler. Senior Designer and Product Developer

- Research jewellery trends, analyse sales reports and innovate new ranges of jewellery, accessories and packaging from concept to production, solving technical issues and ensuring quality of all samples.
- Liaise and negotiate with factories in India, Italy and the Far East, managing the critical path.
- Compose stylebooks and determine competitive pricing for all gold jewellery based on changing gold rates.
- Communicate with the sales, graphic design and PR Dept and assist with selecting and promoting the collections.
- Design and develop collections for other clients such as FIFA, Zegna and Zaha Hadid.

- **London Metropolitan University**

| Jan 2007 - Jan 2008

Artist-in-Residence, 2007–2008 Researched contemporary techniques such as anodising and photoetching while producing a range of jewellery in aluminium and silver inspired by patterns from Indian textiles



- **Designer**

IK Silver | Jan 2002 - Oct 2002

Graduation project, 2002 Designed & developed an award winning collection of silver homeware

Education & Training

2006

- **Sir John Cass Department of Art and Design, London Metropolitan University**

MA, Jewellery Design,,

2002

- **National Institute of Fashion Technology**

Diploma in Accessory Design,

1999

- **Lady Shri Ram College, Delhi University**

Bachelor of Science,