



# Reno Rajan Jacob

Head of Design / Design Director

Thiruvananthapuram, Kerala, India

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## Languages

Urdu (Basic)

Tamil (Basic)

English (Fluent)

Hindi (Work Proficiency)

Malayalam (Native)

## About

RENO RAJAN JACOB  
DESIGN DIRECTOR

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LinkedIn: <https://www.linkedin.com/in/reno-rajan-jacob/>

Location: Kerala, India.

Dear Sir /Ma'am,

Let me introduce myself as a Design Director with 18+ years of diverse experience and a demonstrated track record of achievement in working on store design, commercial, and specialty projects with core competencies in project visualization, management, design, and execution. I am seeking a position to utilize the benefits of construction experience, management skills, and designing savvy to create exceptional projects and contribute toward organizational excellence.

As my CV demonstrates, I have chalked an exponential growth curve to date. My mastery in almost all aspects of interior and store design and translating design concepts into completed projects at the site has enabled me to effect highly strategic inputs to enhance my organization's financial solidity. I have initiated and executed major projects across the UAE for companies like Springfield LLC, Go Instore Solution, RELY Industries, and Ideal Design LLC.

My essential skills include project planning, design review, and compliance with prescribed standards, and design innovation. What deserves a special mention is my proficiency in relevant IT applications and designing packages and my superior concept design skills, which give me a distinct edge while working on even the most challenging projects.

I believe my commitment to excellence, my ability to work and lead teams towards achieving extraordinary results, and my proven business skills give me a unique and informed perspective from which I can add significant value to your business and make me a valuable team member.

My attached CV details my experience. I look forward to the opportunity to meet with you to discuss my qualifications further.

Best Regards,  
Reno Rajan Jacob.

## BRANDS WORKED WITH

Go Instore Solution Llc.

Ideal Design Llc.

Rely Btl Llc.

Springfield Llc.

## Experience

## ● DESIGN DIRECTOR

Springfield Llc. | Feb 2016 - Dec 2021

I participated in the recruitment and orientation of new design staff members.

- Administered all aspects of the design project and ensured compliance with quality and cost.
- Handled record of all the design processes and highlighted any delay in the delivery.
- Prepared reports for projects and provided regular updates to the Director.
- Executed design processes to make sure timely delivery projects
- Headed the work intake and overall design project assignment process
- Direct, manage and lead dedicated designers' group across multiple disciplines and categories

## ● DESIGN MANAGER

Go Instore Solution Llc. | Dec 2013 - Jan 2016

Partner with other Managers/Directors/VPs of Store Environments & Development in providing strategic direction regarding the creation of Innovative Store Environments.

- I brief the design team regarding the client's brand code and requirements. In case of any technical clarification, coordinate with the customer, and get the required approval.
- Ensure the Concept sketches and technical documents meet the client's requirements and review progress throughout the design phase.
- Design Development and Presentation Materials creation. Using hand skills and computer software to create/convey the design direction that solves creative challenges.
- Excellent usage of 3ds Max, Adobe Photoshop, and Adobe Illustrator for design purpose and
- Cross-check final drawings in AutoCAD before the prototype. CLIENTS: Mondelez International, Wrigley, Carrefour, Nestle Engineering clients: Schneider, ABB.

## ● DESIGN MANAGER

Rely Btl Llc. | Jun 2011 - Nov 2013

Implementing a proper planning system by the company procedures to execute the design schedule as per the client's requirements

- Briefing the design team regarding the client's brand code and requirements. In case of any technical clarification, coordinate with the customer and get the required approval
- Conducts the pre-concept brainstorming session with the design team and appropriately implement the concept along with the required management approvals and in conjunction with the approved budget
- Implementation of required design standards in compliance with applicable code practice CLIENTS: British American Tobacco, MARS Middle East, Kraft, Ogilvy Action Delonghi, Pepsi Co. International. Unilever, Compu ME.

## ● SENIOR DESIGNER/PRODUCT DEVELOPMENT

Ideal Design Llc. | Nov 2004 - Apr 2011

Point of Sale Display stands, In-store display fixtures, Exhibition stands, and Promotion Campaigns.

- Responsible for information gathering at client meetings, concept generation, the creation of photorealistic renderings, project management, and client presentations.
- Collaborate with estimating, assembly, and printing departments.
- Work closely with engineering and outside vendors in choosing materials.
- Experience in managing the design team to deliver projects on time and to budget. CLIENTS: L'Oréal, Beiersdorf, Procter & Gamble, Unilever, Rickett Benckiser, Glaxo Smith Kline, Phillip Morris, 3M, Samsung, Sony, LG, Nokia, Bosch, Scholl, Bridgestone, Pepsi Co. International. Jotun Middle East, Arla Foods.