

# Kirthika

CATEGORY MANAGER

## Profile

Results-oriented and highly analytical Category Manager with over 9 years of professional experience in UAE and India influencing different stakeholders. Adept at thriving in fast-paced and ambiguous environments, eager to contribute my skills and leadership to shape the future of third-party sellers in the UAE marketplace.

## Employment History

### Senior Category Manager, Homelane Interior, Bangalore, India

10/2022 - 05/2023

- Extensive experience in strategic planning, execution, driving revenue growth and profitability for companies.
- Demonstrated success in leading cross-functional teams to implement category strategies driving market share to increase customer needs to satisfaction. Rewarded for showing results in E-commerce and Social Media platforms.
- Proven track record of negotiating contracts with suppliers resulting in cost savings and improved terms.
- Strong analytical skills coupled with a data-driven approach to identify market trends, optimize pricing strategies, and improve overall business performance.
- Excellent communication interpersonal skills, with the ability to build relationships with key stakeholders at all levels of the organization.

### Delivery Manager, Homelane Interior, Chennai, India

05/2022 - 10/2022

- Delivery Manager with a proven track record in managing different teams by defining service standards and guidelines that serve as benchmark for excellent customer service delivery.
- Demonstrated ability to effectively coordinate and oversee all aspects of the delivery process, ensuring timely completion and high-quality results.
- Adept at managing multiple projects simultaneously while maintaining strict adherence to budgetary constraints.
- Proactive leader with excellent communication skills, able to collaborate with cross-functional teams and stakeholders to deliver successful outcomes.
- Strong understanding of the modular interior industry, staying updated on industry trends and implementing best practices to achieve optimal results.

### Design Community Manager, Homelane Interior, Chennai, India

08/2020 - 05/2022

- Expertise in building and managing a thriving design community through effective communication and engagement strategies.
- Demonstrated ability to foster collaboration and creative problem-solving within the design team, resulting in increased efficiency and productivity.
- Proven track record of executing successful events, workshops, and competitions that bring together designers from diverse backgrounds.
- Proficient in utilizing various social media platforms to promote the design community and showcase its achievements. Won 3 times Best performer.
- Work with cross functional teams to bring insights from Client, Designer meetings and suggest process improvement, Achieved consecutive best performance award in R&R. Possess strong leadership skills with a passion for mentoring emerging designers and helping them grow their skills and careers.



## Personal Details

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## Education

Bachelor of Architecture  
(B.Arch, 5yrs course),  
Anna University,  
Chennai, India

04/2010 - 05/2015

## Skills

Business Administration

Category management.

Analytical and problem-solving skills.

Product Knowledge

Supplier and Vendor Management

Project Management

Communication Skills

Problem-Solving

Strategic Thinking

Leadership and Collaboration

Data Analysis

Product Management

Customer Service

Team leadership

Critical thinking and problem solving

Presentations

## Senior Designer, World Design Team, Dubai, UAE

04/2020 - 08/2020

- Creating unique designs and illustrations with detail presentations along with team across different countries.
- Hands-on experience with conceptualizing design projects, coordinating with creative teams and working on its execution.
- Incorporated design changes based on feedback from project teams, maintaining consistent use of graphic imagery in materials and other marketing outreach. Ensure products created are user-friendly and maintain brand consistency in all projects presentations.
- Meeting with clients to gain an understanding of the scope of work, Presenting design ideas to clients with different options.

## Project Architect and Interior Designer, The White Truffle Studio , Dubai, UAE

07/2017 - 03/2020

- Led a multidisciplinary team through all project phases, from concept development to construction administration, ensuring projects were delivered on time and within budget.
- Successfully managed the design and construction receiving accolades for innovative design solutions. Maintained strong client relationships, resulting in a high rate of client satisfaction and repeat business.
- Worked closely with clients to understand their vision, requirements, and brand identity, translating their aspirations into tangible design concepts.
- Developed attention to detail plans that optimized functionality and flow, enhancing the user experience in commercial and residential projects.

## Project Architect, Hat Interior, Dubai, UAE

04/2016 - 06/2017

- Dynamic and detail-oriented Project Architect with a specialized focus on delivering excellence in luxury Sheikh villa project in Jumeirah.
- Spearheaded the design and execution of several high-profile luxury projects, incorporating intricate design elements and bespoke features to meet the unique preferences of clients.
- Fostered strong relationships with high-net-worth clients, understanding their vision and expectations to deliver tailored design solutions.
- Implemented rigorous quality control processes to maintain the highest standards in architectural design and construction.
- Ensured all projects complied with local regulations, building codes, and industry best practices, contributing to a flawless record of project approvals.

## Architect, Varsha and Pradeep Architects , Chennai, India

05/2015 - 03/2016

- Adept at combining creativity with technical expertise to transform conceptual ideas into functional and visually appealing structures.
- Collaborated with senior architects on various design projects, contributing to the development of architectural concepts and schematic designs.
- Provided support in project coordination tasks, including documentation, site visits, and communication with consultants.

## Architectural Intern, 1/n Architects and Varsha and Pradeep Architects , Chennai, India

06/2013 - 05/2014

- Assisted in creating visual representations, including 2D drawings and 3D models, to communicate design ideas effectively.
- Gained hands-on experience in translating conceptual ideas into digital representations, enhancing skills in creating detailed drawings and digital models.
- Assisted in the creation of presentation materials for client meetings, improving skills in visual communication.

## Courses

Manager development program - Evolve, Harappa

Pranic Healing, Choa Kok Sui

## Links

[LinkedIn](#)