



EXPERIENCE.

Brand Development Strategist

TGP International (2025-Present)

Coordinating end-to-end hospitality brand consultancy across EMEA for hotels, food halls and restaurants. Preparing strategic briefs and brand strategy documents informed by feasibility studies and market research, translating brand vision into F&B concepts, OS&E direction, branding and naming. Supporting pre-opening delivery including uniform and OS&E procurement, signage and wayfinding, and artwork curation, coordinating across graphic, interiors and operations teams.

Architectural Designer

Sybarite (2024-2025)

Contributed to international luxury retail design projects across China, the Gulf and Thailand, including trend and concept work for SKP Hangzhou and the SKP-S Beijing renovation. Produced visuals, 3D models and presentations for live client pitches. Supported zoning, spatial planning and schematic development through RIBA Stages 1 to 3, working closely with directors to sharpen the studio's competitive positioning in international bids.

Architectural Intern

The Stonemasonry Company LTD (2023)

Interned at a leading natural stone masonry, learning natural stone construction and stereotomy on the stoneyard, with exposure to Revit modelling and insulation detailing for structural stone construction.

Strategy Consultant

Faculty of Built Environment UCL (2022)

Part of a strategy team commissioned to investigate the carbon footprint of material procurement across Bartlett workshops, in line with the university's Net Zero 2030 commitment. Co-authored a research paper with actionable insights presented to the Dean of School.

EDUCATION.

MSci Architecture

University College London

A-Levels,
Philosophy, Politics & Economics
King Edward VII School, Sheffield

LANGUAGE.

English
Native

French
Intermediate

Urdu/Hindi
Conversational

SOFTWARE.

- + InDesign, Canva, Powerpoint
- + Photoshop, Lightroom
- + Premiere Pro, After Effects
- + Unreal Engine, Blender
- + Midjourney, Gemini
- + Fal.ai, Weavy.ai
- + Excel
- + Figma

SKILLS.

- + Concept Development
- + Brand Storytelling
- + Campaign Strategy
- + Market Research
- + Cultural Research
- + Consumer Insight
- + Data Analysis
- + AI Workflows