

JUGAL MISTRY

INDUSTRIAL DESIGNER



Furniture & Lighting Design Portfolio
Specializing in Owned Brand Development

2026

ABOUT

Industrial Designer | Furniture & Lighting Specialist

BACKGROUND

Industrial designer with 5+ years of experience developing furniture and lighting solutions for retail and luxury markets. I specialize in translating market trends and consumer insights into cohesive product collections that balance design integrity with manufacturing feasibility.

My approach combines deep technical knowledge of materials and construction with strategic thinking about brand positioning, cost optimization, and merchant collaboration. I've led projects from concept through production, working closely with cross-functional teams and global manufacturing partners.

KEY METRICS



SOFTWARE & TECHNICAL SKILLS

- SolidWorks (Advanced)
- Rhino 3D (Advanced)
- Keyshot Rendering
- Adobe Creative Suite
- Technical Drawing & CAD
- Manufacturing Processes

CORE COMPETENCIES

- Furniture & Lighting Design
- 3D Modeling & Visualization
- Manufacturing & Sourcing
- Material Innovation
- Line Planning & Assortment
- Trend Forecasting
- Cost Engineering
- Cross-Functional Collaboration
- Brand Cohesion Strategy
- Technical Documentation

LADDI LIGHTING COLLECTION

Designer Collaboration | Roll & Hill | 2024-2025



THE BRIEF

Developed complete lighting line in collaboration with designer Jenna Lyons, translating her aesthetic vision into a cohesive 11-piece collection spanning wall, ceiling, pendant, and table applications.

DESIGN CHALLENGE

- Create unified design language across 4 lighting categories
- Design for manufacturability within Roll & Hill's production capabilities
- Develop material and finish variants to expand line appeal
- Balance elevated aesthetic with production efficiency

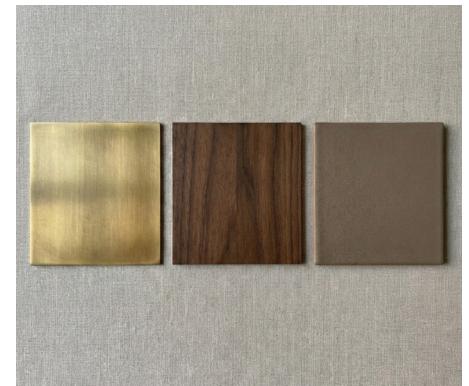
COLLECTION SCOPE

- **4 product categories:** Wall sconce, ceiling mount, pendant, table lamp
- **11 total SKUs** across shade and configuration variants
- **2 material systems:** Brass/wood offering cost & aesthetic flexibility
- **3 shade geometries:** Rectangular, dome/sphere, globe

PROJECT ROLE

Led product design and technical development from concept through production documentation. Collaborated with Jenna Lyons on design direction, worked closely with Roll & Hill engineering team on assembly optimization and material selection, and delivered production-ready specifications for manufacturing.

LINE DEVELOPMENT & DESIGN COHESION



HOW 12 COMPONENTS BECOME 11 PRODUCTS

BASE COMPONENTS
12 Parts



PRODUCT VARIANTS
11 SKUs



MATERIAL OPTIONS
16 Configs

Modular component strategy: The Laddi Star base appears in 3 of 4 product categories (ceiling mount, pendant, table lamp). Standardized shade mounting works across 3 geometries (rectangular, dome, globe). Brass vs. wood spike substitution provides material flexibility. Result: Maximum line breadth with minimal tooling investment.

UNIFIED DESIGN LANGUAGE

Signature elements that create family cohesion:

- 6-point star base** – Sculptural element shared across ceiling mount, pendant, and table lamp
- Geometric spike** – Available in brass or walnut, provides material flexibility
- Neutral palette** – Brushed brass, walnut, gray cased glass work individually or as sets
- Modular shades** – Universal mounting accommodates 3 geometries

MANUFACTURING EFFICIENCY

Design choices that reduce tooling costs:

- Component reuse** – Star base eliminates custom tooling for each product type
- Standard mounting** – Single attachment method serves multiple shade variants
- Existing capabilities** – Designed within Roll & Hill's production equipment
- Assembly optimization** – Sequential build reduces labor hours

KEY METRIC:

SHARED COMPONENTS REDUCE
TOOLING COSTS BY ~40% VS. UNIQUE
PARTS PER PRODUCT

COST FLEXIBILITY

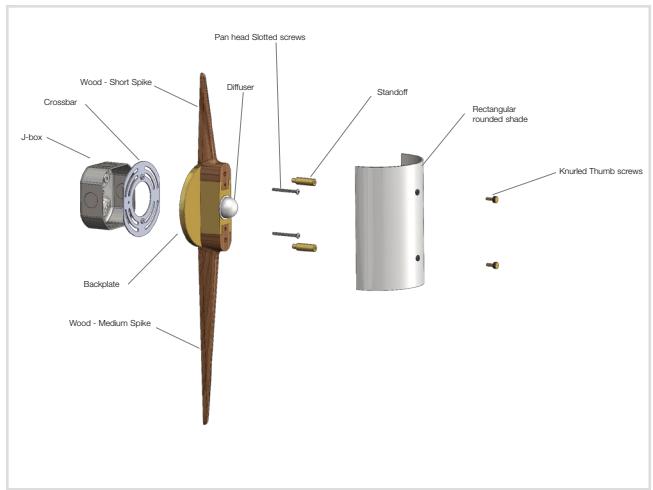
Material strategy enables price point targeting:

- Brass spike** – Premium aesthetic for high-end applications
- Wood spike** – 20-30% material cost reduction for accessible price points
- Configuration options** – Short/long variants expand SKU count with minimal new parts
- Design integrity maintained** – Geometry (not material) defines aesthetic

RESULT:

ONE COLLECTION SERVES MULTIPLE
PRICE POINTS WITHOUT SEPARATE
PRODUCT LINES

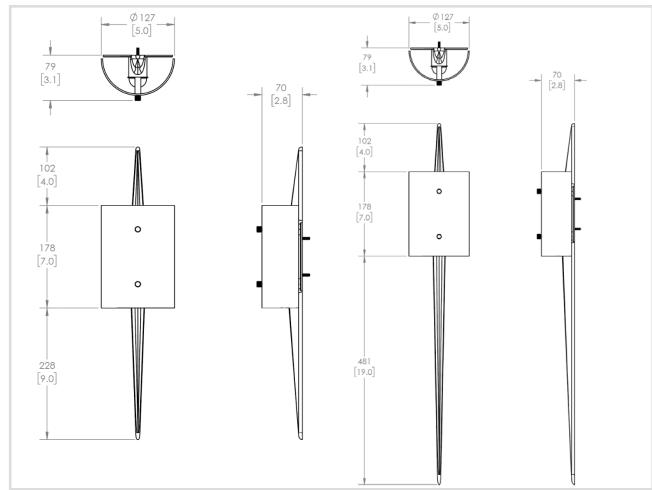
ENGINEERING FOR PRODUCTION



Component breakdown showing modular assembly sequence and part relationships



Internal construction details revealing electrical routing and structural strategy



Production specifications with critical dimensions for manufacturing

Worked closely with Roll & Hill engineering and manufacturing teams throughout development to ensure designs were optimized for production efficiency and quality.

Assembly Optimization

- Designed modular component system for efficient sequential assembly
- Knurled thumb screws enable shade attachment/removal without tools – simplifies installation and maintenance
- Standardized electrical mounting (J-box, crossbar) across entire line reduces installation complexity

Material Strategy

- Brass vs. wood spike options provide cost & aesthetic flexibility (20-30% material cost differential)
- Cased Glass shades (rectangular, dome, sphere) share manufacturing process
- Glass globes sourced from existing Roll & Hill supplier network – no new vendor onboarding required

CONFIGURATION VARIANTS

Product Type	Variants	Key Dimensions	Material Options
Wall Sconce	Short spike (9"H) / Long spike (19"H) Rectangular or dome shade	7"W x 2.8"D	Brass or wood spike
Ceiling Mount	Globe or dome shade	20" diameter x 8"H	Brass star base
Pendant	Config 1 (two-tier) / Config 2 (single drop) 28" or 26" overall height	20" canopy diameter	Brass star base
Table Lamp	Dome shade or 4" globe	17"H x 12.2" base diameter	Brass star + wood

COST OPTIMIZATION THROUGH SMART DESIGN

Example: Material Substitution Strategy – Brass spike provides premium aesthetic for high-end applications, while walnut wood spike offers 20-30% cost reduction for price-sensitive markets. Both maintain design integrity because the spike's geometric form (not material) defines the aesthetic. This flexibility allows the collection to serve multiple price points without creating entirely separate products.



PROJECT OUTCOMES

- **Complete 11-SKU lighting** line launched Q1 2025 as part of Jenna Lyons collection for Roll & Hill
- **Production-ready technical documentation** delivered to manufacturing covering all assembly sequences, dimensions, and material specifications
- **Material variant strategy** provided 25% cost flexibility across line (brass vs. wood options) enabling multiple price point targeting
- **Modular design system** enabled efficient assembly and positions line for future extensions with minimal new tooling investment
- **Line architecture approach** created cohesive family rather than disparate products, strengthening brand presence and customer appeal

KEY LEARNINGS FOR OWNED BRAND DESIGN

This project reinforced critical principles directly applicable to retail product development:

- **Start with line architecture** – Design the system and relationships, not just individual products
- **Design for manufacturing from day one** – Component standardization and assembly efficiency should inform concepts
- **Build in cost flexibility** – Material substitutions and variants expand market reach without diluting design
- **Create scalable systems** – Modular approach enables future line extensions with minimal redesign

MARK JUPITER BEDROOM COLLECTION

Contemporary Luxury Furniture



THE BRIEF

Create a cohesive bedroom collection targeting the contemporary luxury segment with an accessible price point. The line needed to balance refined aesthetics with manufacturing efficiency while maintaining brand consistency across all SKUs.

Key challenge: Deliver high-end visual impact through thoughtful material selection and proportion while optimizing for cost-effective production methods.

PROJECT ROLE

Led product design and technical development from concept through production documentation. Collaborated with Jenna Lyons on design direction, worked closely with Roll & Hill engineering team on assembly optimization and material selection, and delivered production-ready specifications for manufacturing.

COLLECTION OVERVIEW

TIMELINE

20 weeks
Concept to Launch

CATEGORY

Bedroom Furniture
Premium Segment

SCOPE

6 SKUs across bed, case goods,
and coordinating pieces

MARKET

Contemporary luxury
Accessible price point

DESIGN STRATEGY & APPROACH

UNIFIED DESIGN LANGUAGE

Developed a cohesive aesthetic centered on clean geometric forms, vertical channeling details, and warm material palette. The collection emphasizes proportion and negative space rather than ornamental details.

- Signature channel tufting across upholstered pieces
- Brass-finished metal legs create visual continuity
- Consistent proportions and scale relationships
- Neutral palette enables flexible styling

MANUFACTURING EFFICIENCY

Material strategy focused on engineered wood construction with select solid wood accents, balancing quality perception with scalable manufacturing and cost effectiveness.

- Engineered wood core with oak veneer
- Modular drawer systems across case goods
- Standardized hardware and finishes
- Flat-pack assembly reduces shipping 25%

COST OPTIMIZATION

Strategic material substitution and component standardization enabled 30% cost reduction vs. solid wood construction while maintaining premium aesthetic and durability.

- Engineered wood vs. solid wood: 30% savings
- Steel frame with brass plating vs. solid brass
- Standardized components reduce tooling costs
- Vietnam manufacturing: 15% cost reduction

COLLECTION HIGHLIGHTS

Platform Bed

Queen/King sizes
Channel-tufted headboard
Metal base frame
Brass-finished legs

Hero piece: 40% of sales

Six-Drawer Dresser

Engineered wood case
Oak veneer finish
Brass knob pulls
Soft-close drawer

Modular drawer system

Nightstand

One-drawer design
Matching hardware
Coordinated finish
Brass-finished base

Best margin: 45%

6

SKUS DESIGNED

30%

COST REDUCTION

25%

SHIPPING SAVINGS

20 week

DEVELOPMENT CYCLE

ENGINEERING FOR PRODUCTION

MATERIAL PALETTE



Natural Oak
Engineered wood
1.5mm veneer



Linen Blend
60% linen
40% polyester



Brass
Brass Cladding



Solid Oak
60% linen
40% polyester



Marble
Imitation Marble
Epoxy/resin like

MATERIAL PALETTE

PRODUCT TYPE	KEY DIMENSIONS	PRODUCT TYPE
Product Type	64"W x 88"L x 52"H	Wood frame, linen upholstery
Dresser	38"W x 18"D x 32"H	Engineered wood, oak veneer
Nightstand	24"W x 18"D x 24"H	Engineered wood, oak veneer

MATERIAL PALETTE

- Modular construction for efficient flat-pack shipping
- Consumer assembly under 1 hour per piece
- Standardized hardware across entire collection
- Clear instruction manuals with visual assembly guides

MANUFACTURING STRATEGY

01 | MATERIAL SOURCING

Product Type

Partnered with certified suppliers for engineered wood and upholstery. Achieved 15% cost savings vs domestic sourcing while maintaining quality.

02 | MODULAR DESIGN

Flat-Pack System

Designed for efficient shipping (40% volume reduction) and consumer assembly. Modular components reduce complexity.

03 | QUALITY CONTROL

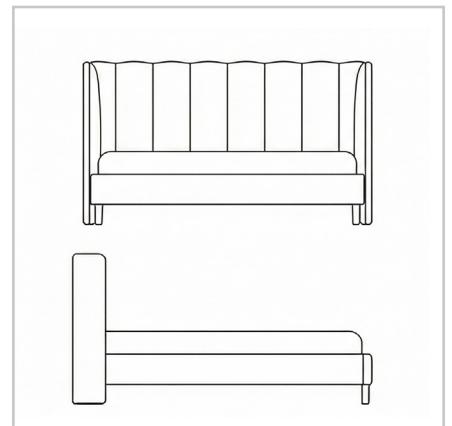
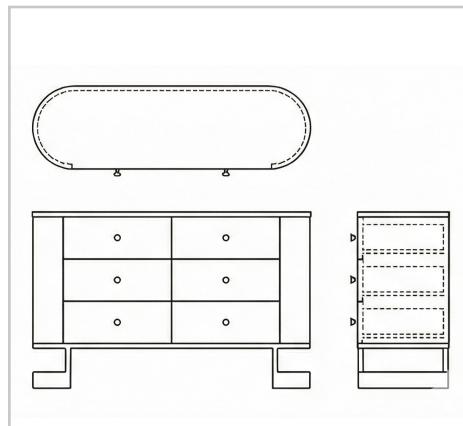
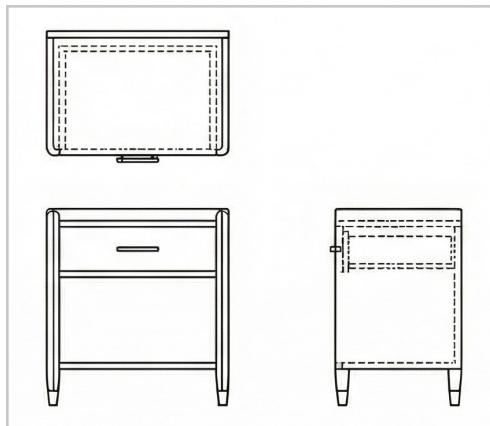
3-Stage Inspection

Implemented inspection at factory, distribution, and retail. Maintained <2% defect rate across 2,500-unit production run.

COST OPTIMIZATION THROUGH SMART DESIGN

Material substitution strategy: Engineered wood with oak veneer provides premium appearance at 30% lower cost than solid wood construction. Steel frame with brass plating delivers high-end aesthetic vs. solid brass. Component standardization across collection reduces tooling investment. Vietnam manufacturing partnership achieved 15% additional cost savings. Result: Contemporary luxury aesthetic accessible at mass-market price points.

PRODUCT SHOWCASE



DELTA CHILDREN CRIB DESIGN

Freelance Product Design | Delta Children | Nursery Furniture



THE BRIEF

Designed a convertible crib concept for Delta Children that addresses gaps in their product lineup. Through competitive market analysis across 7 major brands and 150+ products, identified opportunities for a modular, grows-with-the-child crib system using solid wood construction and modern Scandinavian-inspired aesthetics.

DESIGN CHALLENGE

- Identify whitespace in Delta Children's crib portfolio vs. competitors
- Design a modular crib that converts across 4 life stages
- Balance elevated aesthetics with Delta's accessible price positioning
- Prioritize child safety (SIDS prevention) and ease of assembly

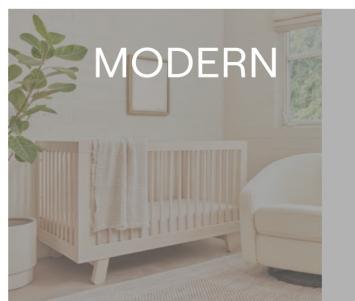
PROJECT SCOPE

- Competitive analysis: 7 brands, 150+ SKUs mapped by price & style
- Trend analysis: 6 aesthetic categories identified
- 2 viable concepts developed from ideation to 3D renders
- Hero product: Hudson Natural Spindle Wood 3-in-1 Convertible Crib

PROJECT ROLE

Led end-to-end design process from market research through concept development, 3D modeling, and production-quality rendering. Applied Design Innovation Methodology across Research, Analysis, Synthesis, and Realization phases.

MARKET RESEARCH & ANALYSIS



Trending Aesthetic Groups identified across competitor landscape

MARKET INSIGHT

Baby cribs market valued at **US\$ 2,712M (2023)** projected to reach **US\$ 5,000M by 2033**. Convertible crib sales growing at **6.7% CAGR**.

OPPORTUNITY IDENTIFIED

Delta Children's lineup lacked a premium Scandinavian-modern aesthetic with solid wood construction — a style well-represented at higher price points by competitors like Crate & Kids, West Elm Kids, and Pottery Barn Kids (\$399–\$1,499 range).

COMPETITIVE LANDSCAPE

Mapped 150+ crib products across 7 major competitors including West Elm Kids, Crate & Kids, Babyletto, Oeuf, and Pottery Barn Kids. Price ranges analyzed from \$149 to \$1,499.

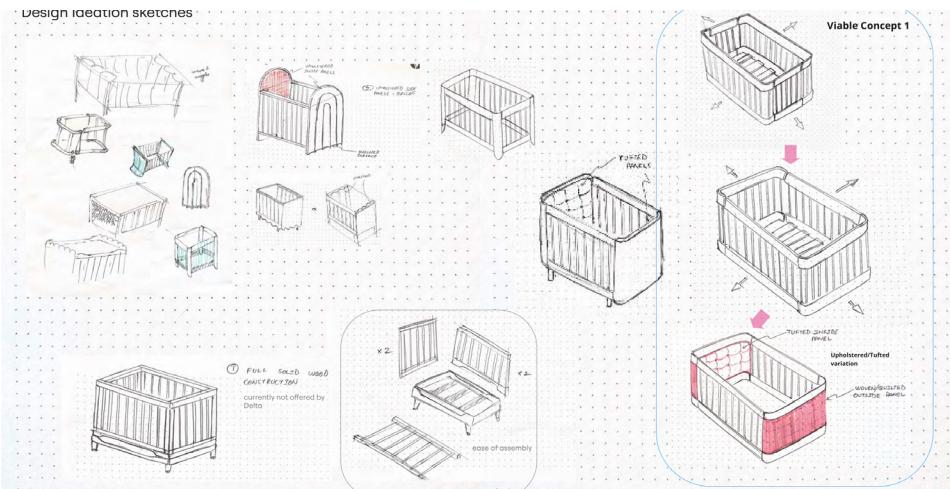
DESIGN CHALLENGE

- Mid Century Modern – Warm wood tones, tapered legs
- Elevated Rustic – Natural finishes, solid construction
- Boho – Woven textures, cane details, earthy palette
- Scandinavian – Minimal, blond wood, clean lines
- Industrial – Metal elements, dark finishes
- Modern – White/neutral, geometric forms

KEY ELEVATED ELEMENTS

- Woven fabric with wood framing
- Tufted upholstered panels
- Solid wood construction with rounded profiles
- Ribbed/scalloped textures

CONCEPT DEVELOPMENT



Design ideation sketches exploring multiple crib typologies

CONCEPT 1 – UPHOLSTERED/TUFTED CRIB

Mapped 150+ crib products across 7 major competitors including West Elm Kids, Crate & Kids, Babyletto, Oeuf, and Pottery Barn Kids. Price ranges analyzed from \$149 to \$1,499.

DESIGN PRINCIPLES

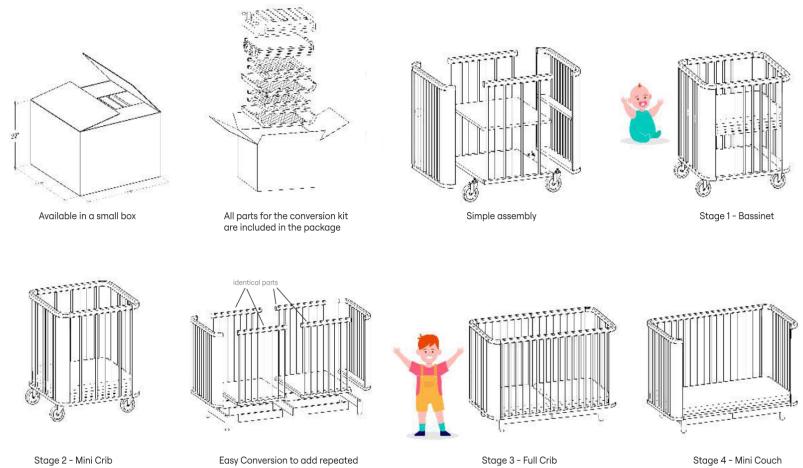
- Solid Birch wood with natural finish
- Round spindles with bold arched framing
- Scandinavian-modern minimalism

SAFETY & CONVENIENCE

- No suffocating upholstery parts (SIDS safe)
- GREENGUARD Gold Certification
- JPMA Certified design standards

USER BENEFITS

- < 15 minute assembly
- Compact shipping (small box)
- 4-stage lifecycle reduces total cost



Crib Journey Map – Grows with the child through 4 life stages

CONCEPT 2 – MODULAR CONVERTIBLE CRIB

A grows-with-the-child system converting from bassinet to mini crib to full crib to mini couch. Ships flat-packed in a small box, assembles in under 15 minutes. Solid wood, no upholstery for SIDS safety.

PRODUCT SHOWCASE



HUDSON NATURAL SPINDLE WOOD 3-IN-1 CONVERTIBLE CRIB

Solid Birch • 55.4" W x 30.5" D x 36" H • GREENGUARD Gold • JPMA Certified • Converts: Bassinet > Mini Crib > Full Crib > Mini Couch • Natural finish • < 15 min assembly

THE CITIZENRY X JUGAL MISTRY

Furniture Design | The Citizenry | Fall 2022 | Freelance



THE BRIEF

Design a 2-piece furniture collection for The Citizenry's Fall 2022 line, embracing "Kinoubi" — the Japanese concept of functional beauty. The collection pairs a Hinoki wood coffee table inspired by Shinto shrine architecture with a leather dining chair crafted in the San Raphael workshop tradition.

MATERIAL PALETTE

Terracotta, rust, clay, and linen tones. Natural woods: Hinoki, ash, walnut, maple, pine. Textiles: jute, cotton, wool, felt. Earthy warmth with artisanal character — every material chosen for tactile quality and longevity.

DESIGN PHILOSOPHY

- Kinoubi – functional beauty rooted in Japanese craft
- Hygge – Scandinavian coziness and comfortable living
- Better basics with increased function, purpose, and longevity
- Products that celebrate slow living

PROJECT SCOPE

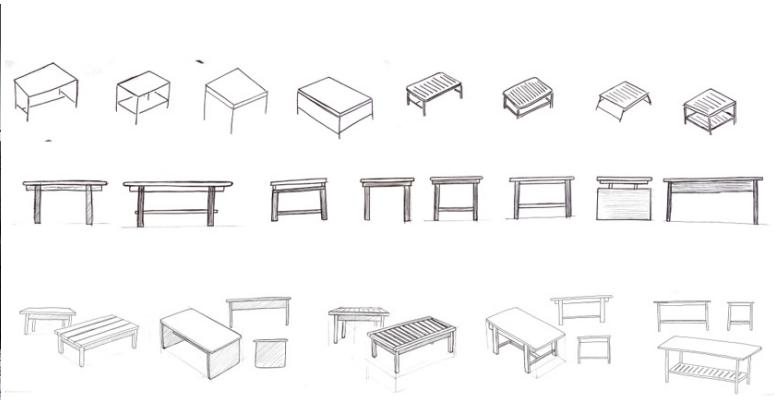
- Eurogu Coffee Table – Natural Hinoki, 110 x 50 x 46 cm
- San Rafael Dining Chair – Wood frame + vegetable tanned leather
- Moodboard & trend direction for Fall 2022 collection
- Full ideation through production-ready 3D renders

FUROGU COFFEE TABLE

Okawa Hinoki Workshop | Natural Hinoki Wood



Furogu Shinto Shrine – design inspiration



Ideation Sketches



DESIGN INSPIRATION

Furogu is a Shinto shrine in the Okawa District. The coffee table's silhouette draws directly from the shrine's torii gate structure — the horizontal beam supported by vertical posts, translated into a minimal furniture form.

SPECIFICATIONS

- Material: Natural Hinoki wood
- Dimensions: $110 \times 50 \times 46 \text{ cm}$ (43" x 20" x 18")
- Slatted lower shelf for open storage
- Clean joinery with exposed structural frame

SAN RAFAEL DINING CHAIR

The San Raphael Workshop | Wood & Vegetable Tanned Leather



Ideation Sketches

DESIGN RATIONALE

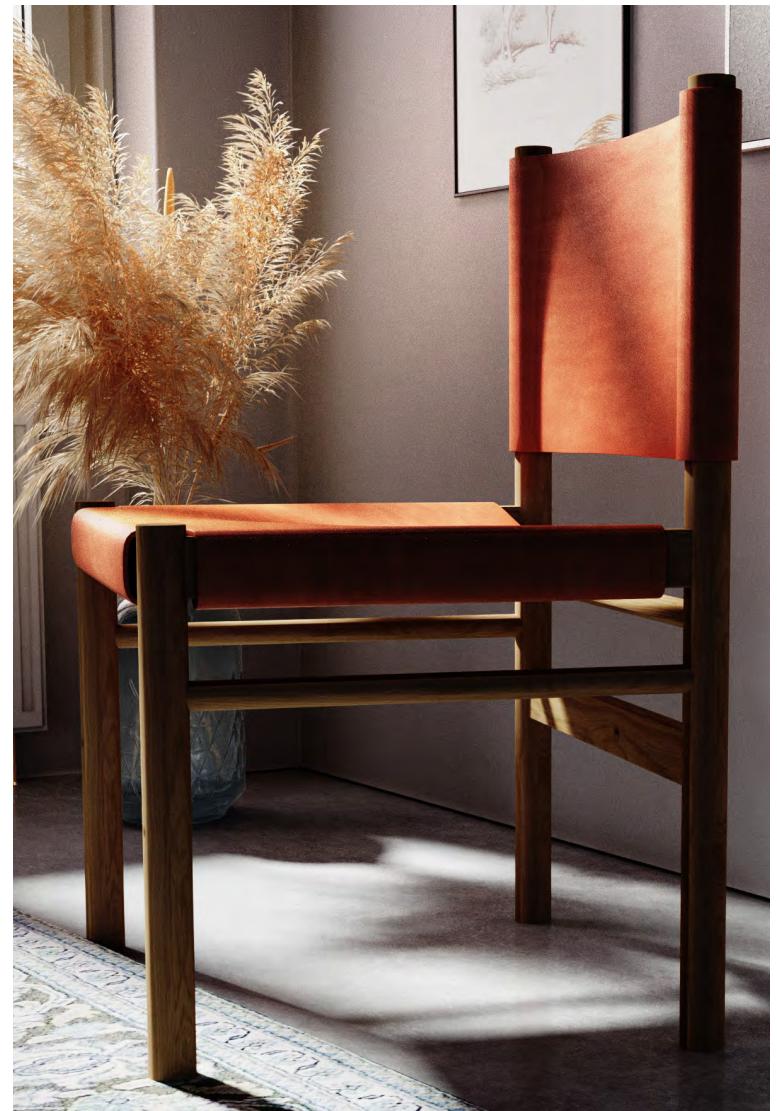
The Citizenry did not have a dining chair in its offering. This design fills the gap with a simple, modern wood frame paired with rich vegetable tanned leather — the perfect dining chair for any home.



SPECIFICATIONS

- Frame: Solid wood construction
- Seat & back: Vegetable tanned leather in terracotta
- Dimensions: $46 \times 46 \times 84$ cm
- Sling-style leather wraps over wood dowels

PRODUCT SHOWCASE



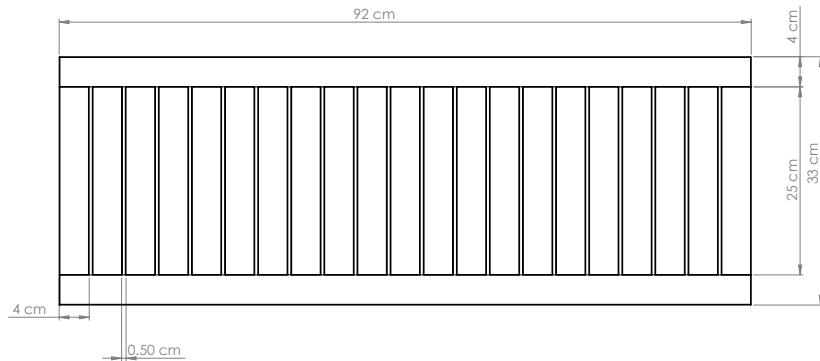
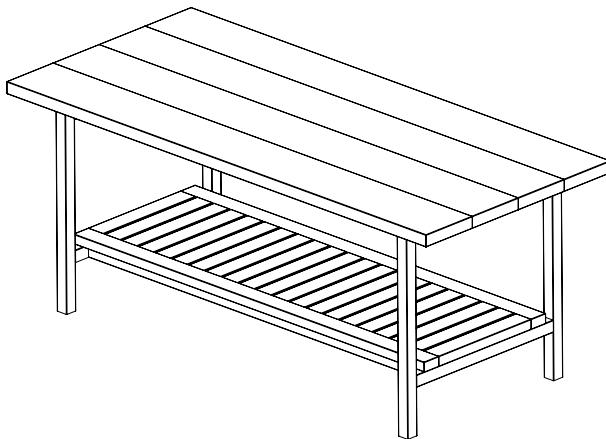
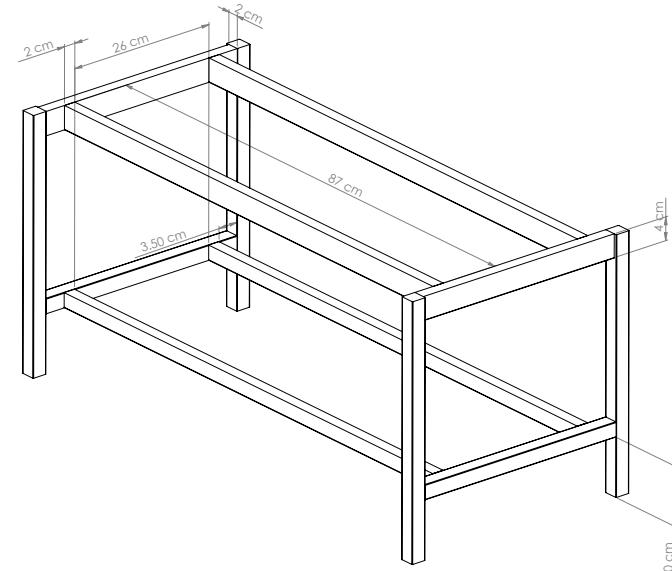
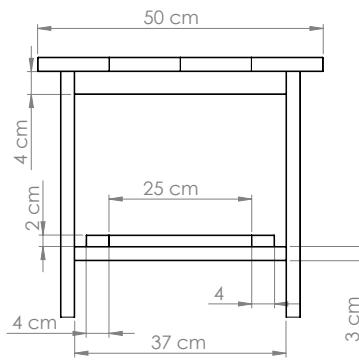
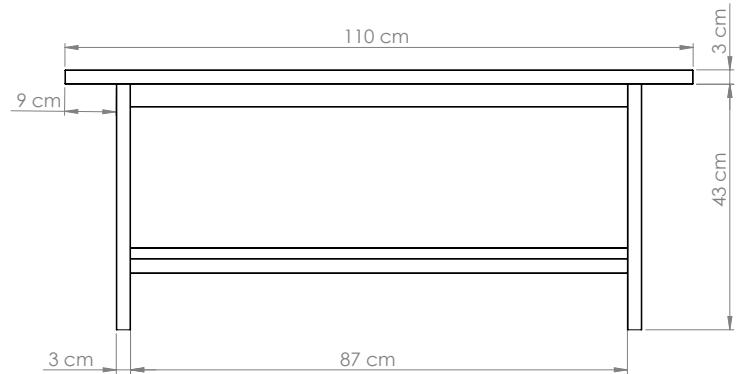
FALL 2022 COLLECTION: Furogu Coffee Table (Natural Hinoki, 110 x 50 x 46 cm) • San Rafael Dining Chair (Wood + Vegetable Tanned Leather, 46 x 46 x 84 cm) • Embracing Kinoubi – functional beauty • Artisan-crafted for The Citizenry

TECHNICAL DRAWING

SP20-2021 - FUROGU COFFEE TABLE

SIZE: 110 cm (length) x 50 cm (width) x 46 cm (height) 43" x 20" x 18"

MATERIAL: NATURAL HINOKI



Thank you!

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