



Shraddha Agarwal

Building Spaces that Balance Emotion, Efficiency, and Enterprise



Anjali Sharma | The CEO Magazine

In design, the most meaningful spaces are not defined by aesthetics alone, but by how they make people feel and function within them. This philosophy sits at the core of a new generation of design leaders who are rethinking the relationship between creativity, usability, and human connection. Among them is Shraddha Agarwal, Principal Designer at Nida Design Studio, whose work reflects a thoughtful balance of empathy, structure, and intent.

Founded in 2019 and headquartered in Gurgaon, Haryana, the studio is a multidisciplinary practice of 5–10 professionals. Its mission is to create thoughtful, human-centric spaces that balance beauty, functionality, and emotional connection. While the studio primarily operates across India, it has established an international footprint with projects in Kenya and Zambia. It serves a diverse clientele, including luxury hospitality brands, commercial developers, corporate offices, and high-net-worth individuals.

Her Formative Years

Her early years were shaped by a natural curiosity for spaces, textures, and how environments influence emotions. She was observant—quietly noticing details others often overlooked—which later became the foundation of her design sensibility. This curiosity led her to formally pursue interior design, beginning her academic journey in India and later expanding her perspective through advanced training at NABA in Milan.

Studying in Milan proved transformative, exposing her to global design thinking, refined craftsmanship, and the importance of storytelling through space. It taught



Shraddha Agarwal

Principal Designer - Nida Design Studio

her discipline, precision, and the value of blending creativity with structure. Those formative years helped shape her leadership mindset, pushing her to become adaptable, confident, and collaborative.

Choosing Entrepreneurship

Shraddha has always believed in practicality—doing things with intention, clarity, and purpose—while remaining deeply drawn to creativity from

a young age. Her biggest inspiration has been her father; watching his work ethic, discipline, and commitment taught her the value of independence and perseverance. He encouraged her to follow her instincts and never shy away from responsibility.

Becoming an entrepreneur, she explains, “wasn’t about proving a point; it was about building something meaningful on my own terms.” She wanted the freedom to create and shape a studio that reflected her values. Being a woman leader naturally came with challenges, but she chose to see them as opportunities to grow. Leadership, for her,

“IT ISN’T ABOUT AUTHORITY—IT’S ABOUT EMPATHY, CONSISTENCY, AND LEADING BY EXAMPLE.”

Her motivation stems from a desire to blend creativity with practicality and to inspire young women to trust themselves.

Leadership in Transition

Over the years, her leadership philosophy has become far more adaptive, especially in a post-pandemic, tech-driven world. The last few years taught her the importance of staying digitally agile. She has become more tech-savvy, embracing new design technologies and cloud-based workflows to create flexibility for her team.

She believes in building systems that allow everyone to work from anywhere while staying aligned. Team spirit and networking are now central to how she leads. Leadership, she believes, is no longer about directing from the top; it is about empowering people, fostering trust, and growing together in a dynamic environment where adaptability is the real strength.

Design with Accountability

At Nida Design Studio, the core offering lies in creating thoughtfully planned spaces that balance aesthetics with functionality while staying commercially viable. The studio specialises in end-to-end solutions—from concept development to detailed execution support.

What sets it apart is its commitment to timelines, value engineering, and clear deliverables. Shraddha places great importance on understanding each client deeply—their business goals and operational needs—so every design decision adds measurable value. In today’s market, clients expect efficiency and transparency. Whether it is a hotel or a residence, the studio’s approach ensures optimised budgets and practical solutions that perform exceptionally well in real-world use.

A Commitment-Driven Practice

In a competitive landscape, the studio’s differentiation lies in its commitment-driven approach and the depth of its client relationships. Shraddha invests time in knowing a client’s mindset before the design process begins. This ensures visualisations translate almost seamlessly into reality, with very little gap between renders and final execution, building immense trust. As a woman-led enterprise, she brings empathy and attention to detail into the business. She leads with sensitivity as well as strength and has built a studio culture rooted in accountability and open communication. This human-centric approach enables the studio to thrive in a fast-evolving industry.

Overcoming Challenges

One of her biggest challenges has been being emotionally invested in projects. For her, design has never been just about buildings; she puts her heart into every space. In a results-driven industry, sensitivity can sometimes be mistaken for softness.

She addressed this by channelling emotion into thoughtful design decisions, researching clients’ lifestyles deeply before translating those insights into functional spaces. Structurally, earning trust in a male-dominated field has not always been easy, but consistency and clarity have helped her build credibility. She now sees emotional connection as a strength, enabling her to create meaningful environments while maintaining strict practicality.

Building People, Not Just Teams

Shraddha looks for people who are willing to learn and grow. As she puts it, “I don’t hire for perfection; I hire for potential.” Skills can be developed, but curiosity and commitment are what truly matter. She values individuals who are open-minded and excited about building something together.

Regarding leadership development, she believes in learning by doing. She encourages her team to take ownership and step outside their comfort zones. Retention, in her view, comes from building trust and



offering flexibility. For her, it is not just about growing a company – it is about growing people alongside it.

Redefining Success

Shraddha emphasises that success is rarely linear. Her journey – including a period when she felt lost – is a testament to resilience as the truest marker of leadership. Success in 2026 is deeply personal to her. There was a phase in 2016 when she stepped away from the industry and felt completely lost, rebuilding her confidence from scratch.

Coming back after nearly ten years and finding herself in her element again has been deeply fulfilling. One of her most meaningful achievements recently was seeing her very first client return with three new projects – an affirmation that relationships matter and honest work finds its way back. For her, success is about evolving continuously while staying true to one's identity.

Staying Ahead of Industry Trends

Shraddha does not believe in chasing trends. As she states, "true design is timeless." Her focus remains on

sustainability and creating spaces that remain relevant for years. Remarkable design, in her view, should age gracefully. While she stays informed about tech tools that improve efficiency, she uses them as enablers rather than drivers of creativity. Her approach is rooted in understanding people and context, ensuring longevity and impact.

The Role of Community and Inspiration

She seeks positivity and inspiration from everyone around her – from senior professionals to labourers on site. Every interaction, she believes, teaches humility and resilience. Construction sites have taught her patience, while everyday conversations remind her to stay human.

She draws inspiration from everyday women who quietly balance ambition with responsibility. The biggest lesson she has learned is that leadership does not have to be loud; it can be gentle, consistent, and deeply impactful. Staying authentic, for her, matters more than any title.

The Road Ahead

Currently, she is focused on strengthening internal systems to make the studio more agile and scalable. Over the next three to five years, she envisions Nida Design Studio expanding into more international markets while she evolves into a more strategic leader. She also hopes to mentor more young designers to find confidence in their journeys. Her advice to aspiring women is clear:

"TRUST YOURSELF,
 EVEN WHEN THINGS FEEL
 UNCERTAIN. YOU DON'T NEED
 EVERYTHING FIGURED OUT ON
 DAY ONE. BE PRACTICAL, STAY
 EMOTIONALLY CONNECTED TO
 YOUR WORK, AND DON'T BE AFRAID
 TO TAKE BREAKS OR CHANGE
 DIRECTION. YOUR JOURNEY DOESN'T
 HAVE TO LOOK LIKE ANYONE ELSE'S
 TO BE SUCCESSFUL. LEAD WITH
 EMPATHY, STAY HUMBLE, AND REMAIN
 COMMITTED TO YOUR VALUES—
 EVERYTHING ELSE EVENTUALLY
 ALIGNS."