

Hi there!

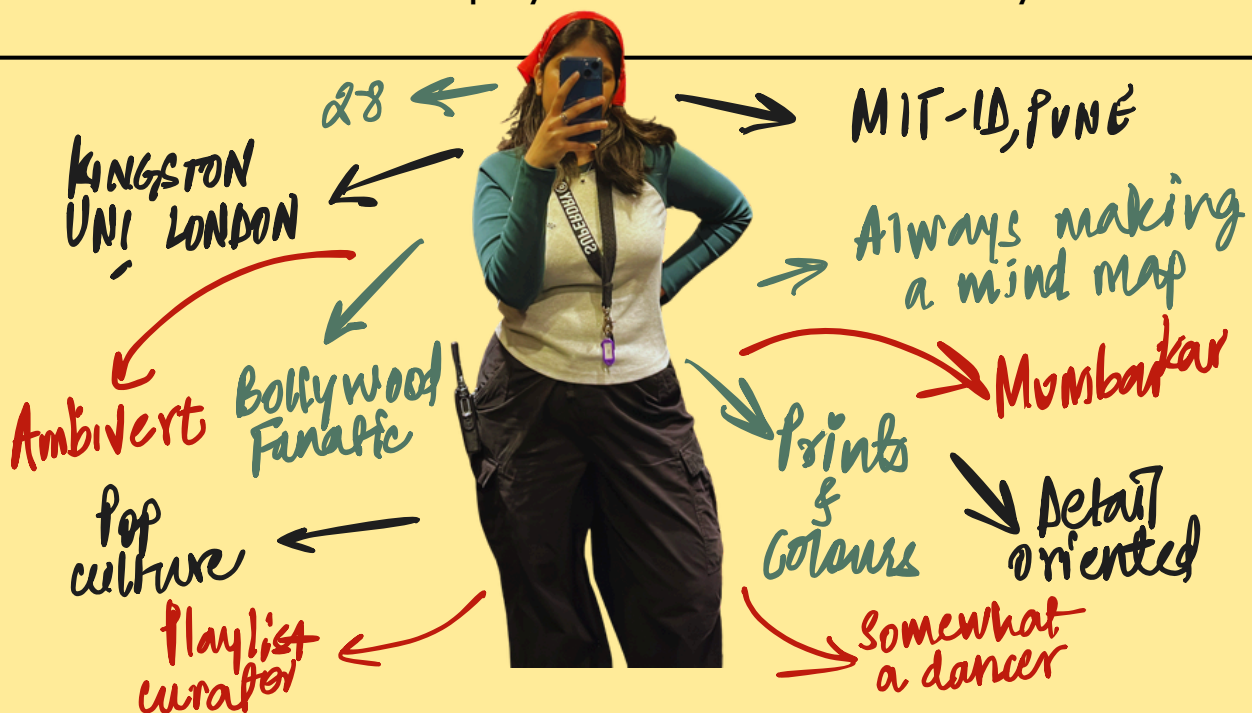
I'm based in Mumbai, now circled back home after some years here & there, gaining experiences, knowledge & skills while getting good at them.

What are my skills?

For starters I have a degree in Fashion Design so you know I can sketch, design, cut, sew and draft patterns, additionally making them conscious, thoughtful & personal. Through this process what I enjoy the most is Illustrating and bringing my ideas to life (on an iPad :D).

I'd also like to call myself a conscious designer where I developed some hands-on skills in zero-waste pattern cutting, building sustainable business models & understanding material certifications & ethical product development during my masters in sustainable fashion.

The effects of fast fashion aren't pretty so let's make fashion fun & safe for everyone!

**Work Experience**
Croquis, India - Designer & Illustrator
 (dec 2019-sept 2020)

- Designed & illustrated a capsule collection of 5 graphic tees on Illustrator.
- Assisted the founder with collection planning, research & design execution.
- Designed a "Grandma" mascot, currently live on the loading page of the company's website.
- Developed customised stickers, postcards, tote bag and personalised photoshoot props.

Garment Fitter - SOJO, UK
 (dec 2023-jan 2025)

- Delivered expert garment fitting consultations to walk-in clients across categories for alterations.
- Consulted clients on garment repair & restoring solutions across woven & knits.

The Label Life - Junior Merchandiser
 (dec 2010-dec 2021)

- Coordinated end-to-end garment sampling with 10 clothing vendors for production ready samples.
- Liaised with vendors on costing, fabric sourcing & samples to maintain fit, quality & lead times.
- Assisted in OTB planning based on season, trend forecasts and brand's design language.
- Designed a digital print for the swimwear collection of bikinis, monokinis & sarongs.

VM & Brand Lead - Superdry, London
 (mar 2025-jan 2026)

- Led VM & stock operations of vintage Ralph Lauren concession, maintaining brand identity & style.
- Designed focus points & mannequin displays by following RL's styling guidelines.