



Multidisciplinary Designer with a background in Production Design and Fashion, with experience across fashion, lifestyle, luxury retail, and film. Skilled in set design, styling, visual communication, and branding—from concept to execution. Experienced in art direction, wardrobe, set decoration, and scenic construction. Proficient in Adobe Creative Suite, 3D rendering software, and CAD tools.

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EDUCATION

Masters in Fine Arts in Production Design 2023–2025

Savannah College of Art and Design | GPA 4.0

Bachelor of Design 2018–2022

National Institute of Fashion Technology, Gandhinagar | CGPA 8.0

EXPERIENCE

Front Desk Head Staff

ClubSCAD Workstudy, 2024–2025

- Supervised daily front desk operations, ensuring smooth check-ins and facility access for students and staff
- Managed scheduling, shift coverage, and trained new front desk student employees

Marketing Assistant

SCADfit Workstudy, 2023–present

- Created engaging digital and print content to promote SCADfit events, classes, and wellness programs
- Managed social media platforms to increase student engagement and brand visibility
- Assisted in planning and executing marketing campaigns, including themed fitness weeks and giveaways

Visual Communication Designer

Orange Tag, 2023

- Designed visual assets for a variety of brands in fashion, pharmaceuticals, travel, and food & beverage sectors
- Assisted in content creation from concept to execution, including photo and video shoots
- Edited promotional videos and reels tailored for digital platforms and brand campaigns
- Collaborated with clients and internal teams to ensure alignment of design output with brand identity and marketing goals

Graphic Designer & Social Media Manager

Bittersweet, 2022

- Built the brand from the ground up—developed the name, logo, visual identity, and overall design language
- Designed and branded a portable coffee stall for on-site marketing at pop-ups and events
- Created and managed social media content, including product photography, reels, and promotional graphics
- Directed and executed photo/video shoots to align with brand aesthetics and seasonal campaigns
- Strategized and implemented event-based marketing, enhancing brand visibility and customer engagement

Social Media Manager

Weeebuild, 2022

- Created visual and written content for diverse client brands, ensuring consistency across digital platforms
- Designed social media campaigns, promotional graphics, and digital ads tailored to each brand's identity
- Coordinated with photographers and attended shoots to capture on-brand content

Textile Designer (Intern)

Injiri, 2022

- Contributed to the development of three collections: Bandhani sarees, Zardozi/Gota Patti garments, and block-printed ensembles
- Fabric sampling, motif development, and colourway exploration across traditional craft techniques
- Supported the design team in coordinating with artisans for embroidery, dyeing, and printing processes
- Research, mood board creation, and documentation to inform design direction
- Gained hands-on experience with craft-based luxury production and textile storytelling

Textile Designer (Intern)

House of Anita Dongre, 2021

- Developed a Spring/Summer '22 RTW women's wear collection focused on digital prints inspired by marbling and tie-dye techniques
- Researched color palettes, surface textures, and print trends to inform concept direction
- Created print layouts and repeats suitable for digital printing on various fabric bases
- Collaborated with the design team to align print concepts with garment silhouettes and brand aesthetics



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TrendSpotter

VISIONXT, forecasting project by NIFT, 2020–2021

- Contributed to India's first indigenous AI-powered trend forecasting project focused on culturally relevant and geo-specific fashion insights
- Researched and reported emerging trends across regional, lifestyle, and consumer segments to support data-driven forecasting models

Retail Stylist

Bougainvillea – The Creative Verandah, Ahmedabad, 2021

- Styled and curated apparel and accessories for boutique retail space, showcasing Indian artisans and contemporary designers
- Worked closely with brands like Pero and Bhaane to present collections that emphasise craftsmanship, materiality, and thoughtful design
- Supported visual merchandising and in-store displays to enhance the immersive shopping experience aligned with the gallery's narrative
- Assisted customers in selecting and styling pieces that reflect the gallery's ethos of simplicity, cultural richness, and artisanal value

Graphic Designer

Gharenu– Solitaire & Diamond Jewellery, 2021

- Designed campaign visuals, product catalogues, and packaging to reflect the brand's luxury identity
- Created and managed social media content calendars, promotional posts, and reels to engage high-end clientele
- Directed and styled product shoots to ensure consistent visual storytelling across digital platforms
- Coordinated brand events and in-store activations, from concept to execution, ensuring a refined customer experience

SKILLS

3D Modelling & Rendering

Sketch Up, AutoCAD, Vray, Enscape, Lumion & Procreate

Graphics & Digital Design

Adobe Photoshop, Adobe Illustrator & Adobe InDesign

Hands-On Skills

Laser Cutting, 3D Printing & Printing on different media

Creative Skills

Print development

Fashion styling

Weave design

Surface embellishment

Graphic design

PROJECTS

Art Director

Bottega Beauty Mock Advertisement, Summer 2024

I AM (XR Stage), Spring 2024

Costume Designer

Suspect, Spring 2024

Set Decorator

I AM, Spring 2024

Let's do this again, Spring 2024

TOP, Winter 2024

Art Assistant

Too Late with Andrew Badami, Winter 2024

Branding

Graphic design and branding for Bittersweet, 2022

Craft Documentation

Patola of Saurashtra, 2022