

# SHWETHA SHANTHAKUMAR

## DESIGN PROFESSIONAL

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Relocating to Seattle, WA  
[shwethashanthakumar.wixsite.com/portfolio](http://shwethashanthakumar.wixsite.com/portfolio)

### PROFILE

Dynamic and resourceful Design Professional with 9+ years of experience in developing engaging and innovative products for retail, export and e-commerce.

Powerful and chic design aesthetic, Highly adept at Graphic and Print design, Visual strategy, Layout development, Typography, Responsive design, Branding, and Content creation for new media advertising.



### EDUCATION

**MA FASHION DESIGN**  
Nottingham-Trent University, UK  
2010-2011

**MBA FASHION MANAGEMENT**  
National Institute of Fashion Technology,  
Bangalore - 2007-2009

**BSc. FASHION AND APPAREL DESIGN**  
Vogue Institute of Fashion Technology,  
Bangalore - 2004-2007

**USER INTERFACE DESIGN CERTIFICATION**  
University of Minnesota - 2017



### SKILLS

**TECHNICAL SKILLS**  
Adobe Illustrator, Adobe Photoshop, Sketch, Lawson Fashion PLM, MS Office, HTML, SQL

**PROFICIENCY SKILLS**  
Design thinking, Management, Leadership, Illustration, Color and silhouette, Fabric and material knowledge, Visualization

### MEDIA

Featured in GRAZIA, India in the corporate style segment (August 2014)

### EXPERIENCE

#### DESIGN AND MARKETING MANAGER

##### @ CEW DESIGN STUDIO, CHICAGO (MAR 2017 - CURRENT)

- Lead creative design and product development of knit and crochet accessories.
- Created a multi-stage rebranding project transforming the brand website while focusing on responsive design; developed visual strategy and digital communication materials.
- Created industry-standard photo campaigns and seasonal lookbooks.
- Managed e-commerce platforms, content creation, and SEO.

#### DESIGN MANAGER - WESTERN WEAR (CASUAL AND EVENING)

##### @ RELIANCE BRANDS - AJIO, BANGALORE (NOV 2014 - DEC 2015)

- Led design of casual and evening lines for women's wear, including designing seasonal capsule concepts, defining new looks for the season.
- Co-created the Range Architecture to ensure the best product:cost:time fit.
- Collaborated with Merchandising, Buying, Styling and Marketing teams in the product development process.
- Part of the team that successfully launched the apparel brand and online marketplace making it the first Indian retail company to cross the \$10-billion-revenue milestone.
- Developed close-to-runway processes from design to production for women's wear.

#### ASSISTANT DESIGN MANAGER

##### @ VAN HEUSEN WOMAN, MADURA F&L, BANGALORE (MAR 2013 - NOV 2014)

- Drove the categories – Formals, denims, blazers, bottoms, jackets and winterwear - from design concept to retail, including marketing campaign and communication.
- Responsible for key processes - Fabric, yarn and trim selection, CAD creation, Print and pattern development, PLM, Techpacks, Linesheets, Costing, Sampling, Quality and Fitting.
- Led research and test launch of My Fit, a revolutionary innovation of VH Woman to fit specific body types.
- Identified fast fashion trends closer to season and created part-JIT processes enabling being more responsive to runway/market trends.
- Mapped additional revenue from product innovation, category expansion, reworked retail representation and branding, and stronger PC/MRP management.

#### DESIGNER @ MUNCH DESIGN WORKSHOP, BANGALORE (JUNE 2012 - FEB 2013)

- Developed seasonal collections for clients – Indian Terrain, Jack & Jones, Liva viscose.
- Created Graphics for print and marketing communication, Key optics and Packaging.

#### DESIGNER - WOMEN'S WEAR

##### @ SCOTTS GARMENTS, BANGALORE (FOR ONLY, VEROMODA) (APR 2008 - SEPT 2010)

- Generated concepts based on forecasted trends, range building and presentation of varied seasonal lines to the buyer.

### ADDITIONAL EXPERIENCE

#### MARKETING CAMPAIGN SPECIALIST @ ORACLE, CHICAGO, IL (NOV 2018 – PRESENT)

- Build, test, and launch email campaigns and interactive programs using Responsys.
- Review project requests from clients to determine implementation strategy and scope production requirements for custom projects.
- Consult with existing and prospective clients on technical and/or complex projects.

#### FASHION STYLIST @ TAILOR (APP) (JAN 2018 - CURRENT)

- Empower the e-commerce client shopping experience; put together fashion ensembles and provide personalized styling tips.

#### FREELANCE DESIGN PROFESSIONAL @ SNOWSHED, CHICAGO (SEPT 2017 - JAN 2018)

- Responsible for creative design of merino apparel, pattern drafting, garment construction and generation of final design spec sheets.
- Designed the AW18-19 catalog, on brand visual elements and packaging.

#### FREELANCE DESIGN PROFESSIONAL @ THE GLU AFFAIR, INDIA (FEB 2016 - FEB 2017)

- Created sustainable, theme-based streetwear collections, techpacks of final designs.
- Developed limited edition prints for apparel and accessories and framed art

#### MARKETING AND DESIGN CONSULTANT @ VERTOE, NEW YORK, NY (JUL 2016 – JUN 2017)

- Coordinated info-graphics creation for effective user communication.
- Created integrated social media strategy and online and email marketing campaigns.
- Drafted engaging, accurate, and effective press releases and off-site SEO content.

#### MARKETING AND DESIGN CONSULTANT @ IN-SATTVA, CHICAGO, IL (FEB 2016 – OCT 2017)

- Managed e-commerce platforms, content creation, and SEO; created and executed high impact e-mail marketing campaigns.
- Directed print, online, and social media communications for brand and product marketing

### ACCOLADES

- Won award for “Outstanding Newcomer” for Van Hesusen (2014)
- Team award for “Most Popular Youth Brand - Women's Formal wear” for Van Heusen at the Youth Marketing awards (2014)
- Team award for “Marketing Campaign of the year” for Van Heusen Limited Edition SS14 collection at the Global Marketing Excellence awards (2014)
- Exhibited at 'New Designers 2011' show in London with 'Metamorphosis'- a sustainable women's wear collection (2011)
- Exhibited at 'MA Expo' in Nottingham Trent University with 'Metamorphosis' (2011)
- Team lead on a Cluster Development Project (Ministry of Textiles) –Development of a supply chain for the self-sustainability of Banana fibre craft artisans, in Hampi, India (2009)
- “Best Design collection” Award - Vogue Mystique Designer Awards fashion show (2007)
- “Best Outgoing Student” Award – Vogue Institute of Fashion technology (2007)
- “Top scorer” Award for Bangalore University B.Sc. Fashion and Apparel design (2007)