

Curriculum Vitae

Personal information

Surname/First name	Prerna Nigam
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Linkedin URL	http://www.linkedin.com/pub/prerna-nigam/1b/44/7a1
Date of birth	December 06, 1986
Languages	English & Hindi

Core Competencies

Design & Development\\Range planning
Product conceptualization & ideation
Visual merchandising\\Brand management
Fashion forecasting & Trend analysis

Work Experience

2010-Present

Position held	Hidesign
Main activities and responsibilities	CUSTOMER EXPERIENCE MANAGEMENT ASSOCIATE To maintain the efficient functioning of the retail outlets by providing information on employee involvement, inventory management, traffic management inside the outlet, quality of window displays
Location	New Delhi, India

2011

Position held	Avon
Main activities and responsibilities	VISUAL MERCHANDISER (Freelance) Conceptualization of thematic window displays for retail outlets
Location	New Delhi, India

2011

Position held	Windward Creation
Main activities and responsibilities	VISUAL MERCHANDISER (Freelance) Conceptualization of thematic window displays for retail outlets
Location	Mumbai, India

Training/Internship

2011(Jan-May)

Position held

Main activities and responsibilities

UNITED COLORS OF BENETTON, India

Management Trainee (Merchandising)

Assisted fashion buying for South-east Asia, Competitive analysis of the South-east Asian market, Understanding the Brand identity & Consumer psychology, analysing the merchandising process

2010(May-July)

Position held

Main activities and responsibilities

JCPENNEY, India

Management Trainee (Merchandising-Children & Home)

Supervise Sample development, Redesigned the CTR calendar for children division, Analyzing the merchandising process, developed testing guidelines for children merchandise vendors, Factory & Buyer coordination, Quality assurance

2009(Jan-May)

Position held

Main activities and responsibilities

HIDESIGN India

Internee (Design & Development)

Designed & developed a collection of Women handbags for the sub-brand Holii, Created the visual identity of sub-brand Holii, carried out explorations to develop innovative surface textures for designer Rohit Bal

Qualifications

2011

Title awarded

Principle subjects

National Institute of Fashion Technology, India

Master of Fashion Management

Brand management, Brand identity & Communication, Business Planning, Fashion forecasting Range planning, Marketing, Consumer behavior, Customer relationship management, Supply chain management, Visual merchandising and Entrepreneurship

2009

Title awarded

Principle subjects

National Institute of Fashion Technology, India

Bachelor of Fashion Technology (Leather Design)

Design & Development, Prototyping, Leather accessories (Personal/Lifestyle), Garment design, Construction techniques, Merchandising, Fashion Illustration, Fashion Styling, Photography



Awards

2009

Won the award for “Most Innovative use of Leather” at National Institute of Fashion Technology graduation show

Interests

Writing Design blogs, Computer aided designing, Graphic design, Knowledge sharing through social media, Design driven innovation

References

Available on request

Thank You