



Komal Shah

Fashion Designer

📍 Bengaluru, India



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PROFILE

“Fashion is a language; and its medium, a person's mere presence.”

I am a curious & creative individual with an eye for silhouettes and colours, I lean towards practical and adaptive fashion which is comfortable and trendy.

EDUCATION

BACHELOR OF DESIGN - FASHION (2013-17)

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, GANDHINAGAR.

10+2 - SCIENCE (2011-13)

ST. XAVIER'S HIGH SCHOOL, HANSOL AHMEDABAD.

PROFESSIONAL SKILLS

- Adobe Illustrator
- Photoshop
- Microsoft office
- Fashion styling
- Surface design techniques
- Print Designing
- Pattern Making, Draping
- Garment Construction
- Tech packs
- Sampling and sourcing

WORK EXPERIENCE

FREELANCE KID'S WEAR DESIGNER

📅 APRIL 2021- PRESENT 📍 BENGALURU

- Collaborated with 90+ brands, buyers, and businesses.e.g. Little llama, little cheeks Australia, Tily&Pip Uk, Babies 'R' Us, canada, etc
- Designed 400+ print artworks and wide range of kids fashion and utility products including sleep wear, casuals, indo-western, baby essentials,etc.
- Designed logos, packaging, and product labels and thorough techpacks.

CONTRACT DESIGNER - LITTLE LLAMA.IN

📅 MAY 2022- PRESENT 📍 BENGALURU

- Led brand development from inception, overseeing planning, design, and sourcing.
- Contributing to a fast-growing kids' wear startup led by women and focused on sustainability.
- Enhanced range and inventory planning, resulting in a 20% increase in sell-through rate within a year.

WORK EXPERIENCE

DESIGNER - FIRSTCRY.COM -BABYHUG

 MAY-DEC 2020  MUMBAI

- Designer for toddler girls' tops and t-shirts category.
- Conceptualized, designed, and delivered 250+ seasonal designs within 45 days, boosting product variety by 30%, resulting in a 15% increase in online customer engagement.
- Worked closely with the buying and sales team.

DESIGNER - GJ BABY - GINI & JONY

 AUG 2019- MAY 2020  MUMBAI

- Designed 225+ styles for baby boys and girls in a single season resulting in 20% increase in Spring/Summer 2020 product bookings.
- Conducted weekly factory visits in Daman to collaborate with printing, embroidery, and tailoring teams for sampling.
- Provided thorough product training to sales staff.
- Presented ranges to retailers and e-commerce buyers nationwide in each season, recognized as best collection by Managing Director and design team for variety and bookings for season A/W 2019.

SR. EXECUTIVE DESIGNER - FCUK & FRUIT OF THE LOOM OBAN FASHIONS PRIVATE LIMITED, (A SUBSIDIARY OF RUPA & CO.)

 2017-2019  MUMBAI

- Led design and development of men's loungewear, activewear, and innerwear.
- Worked closely with FCUK (uk) and Fruit of the Loom (USA) teams for range planning and design.
- Designed 55 styles with over 150+ prints per category per season and achieved 100% tech pack approval from Fruit Of The Loom USA team.

INTERN- ARVIND PVT. LTD.

 AUG-SEPT2016  AHMEDABAD

- Designed and crafted garments for company's denim business.
- Developed mood boards, patterns, and explored denim washing techniques in an inhouse factory.
- Featured ensemble showcased at Arvind's trade fashion show in Bengaluru2016.

INTERN- MADURA FASHION & LIFESTYLE ALLEN SOLLY JUNIOR

 MAY-JULY 2016  BENGALURU

- Conducted gap analysis on dresses through trials with over 75 children in Bengaluru. Gathered feedback from parents and children of all ages.
- Produced a thorough report that led to Girls' wear accounting for 40% of the total kidswear sales growth.
- Capsule collection design and development for Allen Solly Junior, S/S17.

ACADEMIC PROJECTS

CRAFT-BASED DESIGN PROJECT FOR GARVI GURJARI (2015)

- Researched and documented the Ahir community in Kutch, Gujarat for "Ahir No Thasso," a book by Garvi Gurjari. Spent over 3 weeks in Kutch and Bhuj districts, visiting 14+ villages to collaborate with artisans and document their craft and culture.