

# BISMI SREEKANDAN

## Fashion Designer

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### SUMMARY

Creative and detail-oriented Fashion Designer with 5 years of combined experience in designing original clothing collections and managing boutique operations. Holds a Diploma in Fashion Designing and skilled in trend forecasting, fabric selection, custom outfit creation, and end-to-end production management. Experienced in supervising staff, handling inventory, and coordinating with vendors to ensure high-quality products and client satisfaction. Adept at combining creativity with business acumen to deliver innovative designs and boost brand presence. Seeking a challenging fashion designing role to utilize design expertise and contribute to brand growth.

### EXPERIENCE

#### STORE MANAGER

CARPE DIEM BOUTIQUE KOCHI, KERALA, INDIA

2023 - Present

- Controlled store budget, managed payroll, and optimized operational expenses to improve profitability.
- Recruited, trained, and developed a high-performing sales team to exceed individual and store targets.
- Implemented loss prevention protocols, reducing shrinkage and ensuring a secure store environment.
- Analyzed sales reports and KPIs to identify trends, manage inventory, and drive strategy.
- Fostered exceptional customer service standards, resolving escalated issues and building client loyalty.
- Created visually engaging floor sets to enhance shopping experience and drive revenue.
- Merchandised visually compelling displays, improving customer engagement and maximizing sales by 25%.

#### FASHION DESIGNER

BIKA DESIGN'S KOCHI, KERALA, INDIA

2021 - 2023

- Designed and developed original clothing collections creatively based on current fashion trends.
- Managed end-to-end design process from concept sketches to production and client delivery.
- Selected fabrics, colors, and premium materials aligning with seasonal themes and client preferences.
- Handled brand marketing, social media promotion, and strategic customer relationship management.
- Supervised tailoring, fittings, and quality control processes, ensuring 100% client satisfaction.
- Created custom outfits for valued clients and special occasions, boosting repeat orders by 35%.
- Oversaw budgeting, costing, and vendor coordination for high-quality materials and efficient production.

#### FASHION DESIGNER

FEMVI DESIGN'S (KISWA) PATTAMBI, KERALA, INDIA

2019 - 2021

- Assisted in developing innovative seasonal collections and preparing detailed design samples.
- Collaborated closely with senior designers, merchandisers, and production teams.
- Prepared precise technical drawings, creative mood boards, and fabric swatches for approval.
- Participated actively in client meetings and adapted designs based on valuable feedback.
- Maintained updated trend reports and supported the creative team in styling and photoshoots.
- Supported marketing and retail teams with effective product presentation and creative styling ideas.
- Ensured timely completion of production schedules and consistently maintained quality standards, achieving 100% on-time delivery.

## **SKILLS**

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- Fashion Design and Concept Development
- Trend Forecasting and Market Research
- Sketching & Technical Drawing
- Fabric Selection and Color Coordination
- Collection Planning & Seasonal Design
- Adobe Illustrator | Photoshop | CorelDRAW
- Custom Outfit & Tailoring Design
- Pattern Making and Garment Construction
- Quality Control and Production Management
- Vendor Coordination and Material Sourcing
- Styling & Visual Merchandising
- Excellent communication and Customer Management
- MS Office (Word, Excel, Power Point)
- Team Supervision and Staff Training
- Time management
- Collaboration & Teamwork

## **EDUCATION**

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### **DIPLOMA IN FASHION DESIGNING**

2017 - 2019

National Fashion Academy Kollam, Kerala, India

### **HIGHER SECONDARY**

2015 - 2017

Directorate of Higher Secondary Education, Kerala, India

## **LANGUAGES**

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- English
- Malayalam
- Tamil
- Hindi

## **PERSONAL DETAILS**

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Date of birth : 08/10/1999

Marital status : Married

Gender : Female

Nationality : Indian