

# Amritha Christy

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## PROFESSIONAL SUMMARY

Fashion Merchandising & Retail Management and graduate with a background in design and a strong foundation in licensing, trend analysis, and product development. Passionate about bringing brands to life through thoughtful design, consumer-focused storytelling, and strategic partnerships.

Conceptual Clarity – Creative Thinking – Team Player – Open & Flexible – Communicative – Leadership – Sportive – Problem Solving

## EDUCATION

### LIM College

New York, NY | August 2025

Master of Professional Studies in Fashion Merchandising and Retail Management

### National Institute of Fashion Technology, Chennai

Chennai, India | May 2023

Bachelor of Design in Leather Design, Minor in Fashion Design

### Good Shepherd Matriculation, Hr. Sec. Convent, Chennai

Chennai, India | Mar 2019

Commerce with Computer Science Major, with Economics and Accounts as Minor.

## JOB EXPERIENCE

### RAMJEE LEATHER & SUPPLIES

Chennai, India | June 2023-June 2024

*Design Assistant*

- Managed samples for collections, ensuring timely delivery to clients and production teams.
- Attended client meetings and tailored collections based on brand needs, contributing to successful product pitches.
- Participated in the International Leather Fashion Show and co-designed a collection for the runway, enhancing brand visibility.
- Conducted quality control checks for bulk shipments, maintaining high standards of product quality.
- Oversaw interns on their graduation collections, providing mentorship and guidance in the design process.

## INTERNSHIP EXPERIENCE

### JOESTER AND LORIA GROUP

New York, NY | June 2025 – Present

*Licensing Intern*

- Collaborate with cross-functional teams across brand, creative, and strategy departments in a fast-paced licensing agency.
- Conduct trend research and prepare client presentations for brands including Pop-Tarts and Toyota.
- Contributed to 6+ brand decks and 3 product development initiatives, aligning creative concepts with licensing goals.
- Support competitive analysis for licensed product lines and brainstorm new product formats in the wellness, auto, and lifestyle categories.

### RAMJEE LEATHERS AND SUPPLIES

Chennai, India | Jan 2023 – May 2023

*Design Intern*

- Developed two collections as part of my Graduation Project, which earned a pre-placement offer due to effective trend analysis and execution.
- Created innovative strategies for repurposing rejected leather, reducing waste and supporting sustainability efforts.

### CHEM CROWN INDUSTRIES

Chennai, India | June 2022 – July 2022

*Intern*

- Assisted in analyzing market trends to inform the development of a footwear collection, contributing to increased sales potential.
- Created design concepts based on consumer insights, aiding in long-term product planning and strategy.

## SKILLS

**Technical Skills:** Proficient in Adobe Photoshop, InDesign, Illustrator, Shoe Master, Microsoft Word, PowerPoint, Excel, Media Box.

**Design Skills:** Sketching, Rendering, Pattern Making, Draping, Line sheets, Flat sketches, Tech packs, Trend Analysis.