



SAYED SALIK

EXPERIENCE

March 2019 - Current

Senior Manager - Design RELIANCE TRENDS | Bangalore, India

- Currently Managing a team of 13 Designer across various cities in India
- Overlooking the team on product development from concept to Pre-Production stage
- Aligning Processes with the Design and other cross functional departments
- Building the brand look along with the Marketing and VM team
- Created 4 New Differentiated Brands for RIL - MARZIPAN/FLOUNCE /KIDDERZ/SUGARPIE - between 2020-2022
- Developed and implemented strategies to improve operational efficiency, reduce costs, and increase productivity.

January 2013 - November 2018

Senior Designer Landmark Group for Babyshop | Dubai, United Arab Emirates

- Provided creative direction and design guidance to junior designers in the team for the category - Boys and Youth Boys covering Fashion wear/ **Sportswear**/ Essentials/ Swimwear
- Created with the team a **Sportswear** Brand "Pace" and a Fashion Casual brand "Eligo" for the company
- Created License Designs for Nike and Adidas for the **Sportswear** Clothing for Associated Football Club like - Manchester United/FCBarcelona/Real Madrid
- Developed unique concept designs that drove company forward in industry.
- Coordinated with external vendors or agencies when needed. Liaised with Supplier bases from Asia(China/India/Pakistan/ Sri Lanka/ Bangladesh/Indonesia) and Turkey

January 2008 - January 2013

Designer Shirt Company India Ltd | Mumbai

- Handled License Brands for 4-14 age group for Boys covering : Hot Wheels and Fisher Price
- Open costing & Sample development in the factory liaising with the Application & Garment Construction units

EDUCATION AND TRAINING

December 2023 (Ongoing)

MBA | Marketing Management And Research

Narsee Monjee Institute of Management Studies, Mumbai

July 2008

Bachelor of Arts | Fashion Design

National Institute of Fashion Technology, Hyderabad

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SUMMARY

Experienced Senior Manager proficient in inspiring team with Design innovations and Systemizing, stream lining processes. A strong background in Sportswear/Kids and Menswear Fashion. Diligent in managing reporting, budgeting and compliance areas. Adept at updating and working with executive leadership. Bringing superior skills in Planning, Designing and problem-solving, gained over 15 years of Design and Management experience.

SKILLS

- Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- Managing a team on multiple brands
- Design Innovations
- Sales and Market Trend Analysis
- Standardizing Design Process
- Product Cost Management
- Production Efficiency
- Cross-Functional Collaboration
- Talent Development
- Resource Allocation

PERSONAL INFORMATION

Father's Name: Sayed Abdul Razique

Mother's Name: Kausar Eqbal

Date of Birth: 12/25/85

Gender: Male

Marital Status: Married

LANGUAGES

- English
- Hindi
- Urdu

ACCOMPLISHMENTS

- Finalist to the WILLS Lifestyle Debut award.
- Reached the final round of Arvind Fashion Awards.
- Participated in CIAE Fashion Competition.
- Won second award in cricket in Nift.

BRANDS HANDLED

- **NIKE (FCB)**
- **ADIDAS (REAL MADRID/MAN UTD)**
- DISNEY
- HOT WHEELS
- NICKELODEAN
- WARNER BROTHERS
- FISHER PRICE
- BARBIE
- ESPRIT
- UNIVERSAL STUDIOS
- JUNIORS
- ELIGO
- MAUI & SONS

FREELANCE PROJECTS

- Men's wear casuals t-shirts for a brand called GRAS.
- **Sports collection** for Next UK
- Casual menswear Line for Crocodile
- Men's wear casuals for an exporter - Benchmark Apparels
- Women's wear(ethnic) for AMETRINE.
- Women's wear for the Middle East export clients.

ACTIVITIES AND HONORS

- Sports enthusiast and Cricket team Captain
- Music & Movie Buff
- Avid Reader
- Story Writer
- Video maker

CERTIFICATIONS

- Certification done for Leadership program in Landmark

LANGUAGES

Hindi: First Language

English:

C2

Proficient (C2)

Urdu:

B1

Intermediate (B1)