

SHRUNGA MEHTA

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OBJECTIVE

Seeking a challenging position in a growth-oriented company where I can use my creative skills and knowledge in Visual Merchandising to provide high-end customer experience.

PROFESSIONAL SUMMARY

Highly Creative Professional with the ability to drive brands forward through innovative visual schemes and concepts. Capable of applying a keen eye for details and capacity to conceptualize and translate the ideas into concepts for the retail market. Excellent communication and presentation skills, quick learner, self-starter and a team player.

SKILLS

Designing: Illustrator, Photoshop, InDesign, CorelDraw

3D Modelling: Google SketchUp, Auto CAD

MS Office and Others: Excel, Word, PowerPoint, OneNote, Visio, Prezi

Other Skills/Hobbies: Textile Knowledge, Art of Fabric Dying, Art of Crochet, Artistic Painting, Reading, Traveling and Meeting people.

EDUCATION

LIM College

New York, NY | August 2015 - August 2016

Master of Professional Studies (MPS) – Visual Merchandising

National Institute of Fashion Technology (NIFT)

Gujarat, India | July 2010 - May 2014

Bachelor of Design – Fashion Designing (The Department of Fashion and Apparels)

WORK EXPERIENCE

Acosta - **Territory Manager**

Canton, MI | June 2018 - Present

- Ensuring client's merchandise is appropriately marketed and advertised.
- Assist department manager to sufficiently stock inventory for upcoming sale and also help with in-store displays.
- Bridging a gap between the manufacturers and retail stores.

Claire's - **Concessions Merchandising (Part Time)**

Canton, MI | June 2018 - Present

- Setting up fixtures using a planogram and ensuring merchandise is appropriately displayed.
- Building relationship at the store level by understanding their needs.

Winston Retail - **Freelance Visual Merchandising**

Canton, MI | May 2018 - Present

- Executed various retail brands' visual directives to merchandise their products within the store.
- Perform floor moves, mannequin styling and setting banners.

JC Penny Corporation - **Visual Merchandising Associate**

Westland, MI | July 2017 - November 2017

- Executed various retail brands' visual directives to merchandise their products within the store.
- Assisted in floor moves, mannequin styling, setting banners and instore events.

DIESEL - **Visual Merchandiser (Showroom)**

New York, NY | April 2017 - May 2017

- Implemented corporate brand guidelines and design strategies on the showroom floor for the Fall/Winter 2017 collection for marketing to the wholesale buyers.
- Assisted in floor moves, window installations, and mannequin styling.

FRETTE - **Visual Merchandising Intern**

New York, NY | June - August 2016

- Assisted in planning and executing in-store displays, including the setup of retail stores, outlet store and shop-in-shop.
- Created new visual directives for Fall/Winter 2016 Collection for the USA market using Illustrator, InDesign and Photoshop.

NAMASTE NYC - **Junior Designer**

Gujarat, India | May 2014 - May 2015

- Worked as a Design Assistant, interpreted client requests and researched and planned the 2015 collection of Women's beachwear.

MAIN KHAADI HOON - **Junior Designer /Sales Associate**

Rajasthan, India | May - July 2013

- Developed a range of Khadi garments for men and women for the Summer Collection 2014.
- Created the stall display, posters, flyers and visiting cards for upcoming International Garment Fair.

