

Aakash Kumar

Where Heritage Craft Meets Digital Innovation.

An Expertise Portfolio for Embroidery Digitizing

A Creative Professional with Proven Expertise.

Dedicated and creative professional with 2+ years of specialized experience in embroidery digitizing using Wilcom Embroidery Studio. Expert in creating intricate, production-ready designs for various fabric types and commercial applications.

Currently blending this core skill with digital marketing, web development, and AI-powered design solutions.

2+

Years of
specialized
experience.

8+

Professional
software tools &
technologies
mastered.

4

Professional
certifications and
qualifications.

98%

Client satisfaction
rate through
accurate design
delivery.

The Three Pillars of My Expertise.



Artistry & Craft

A deep appreciation for creative vision and mastery of traditional and contemporary embroidery aesthetics, from heritage motifs to modern geometric patterns.



Technical Precision

Uncompromising proficiency in Wilcom Embroidery Studio, ensuring every design is optimized for fabric, stitch density, and efficient production workflows.



Digital Innovation

A unique integration of vector design, web technologies, and AI-powered tools to push creative boundaries and enhance efficiency.

Artistry & Craft

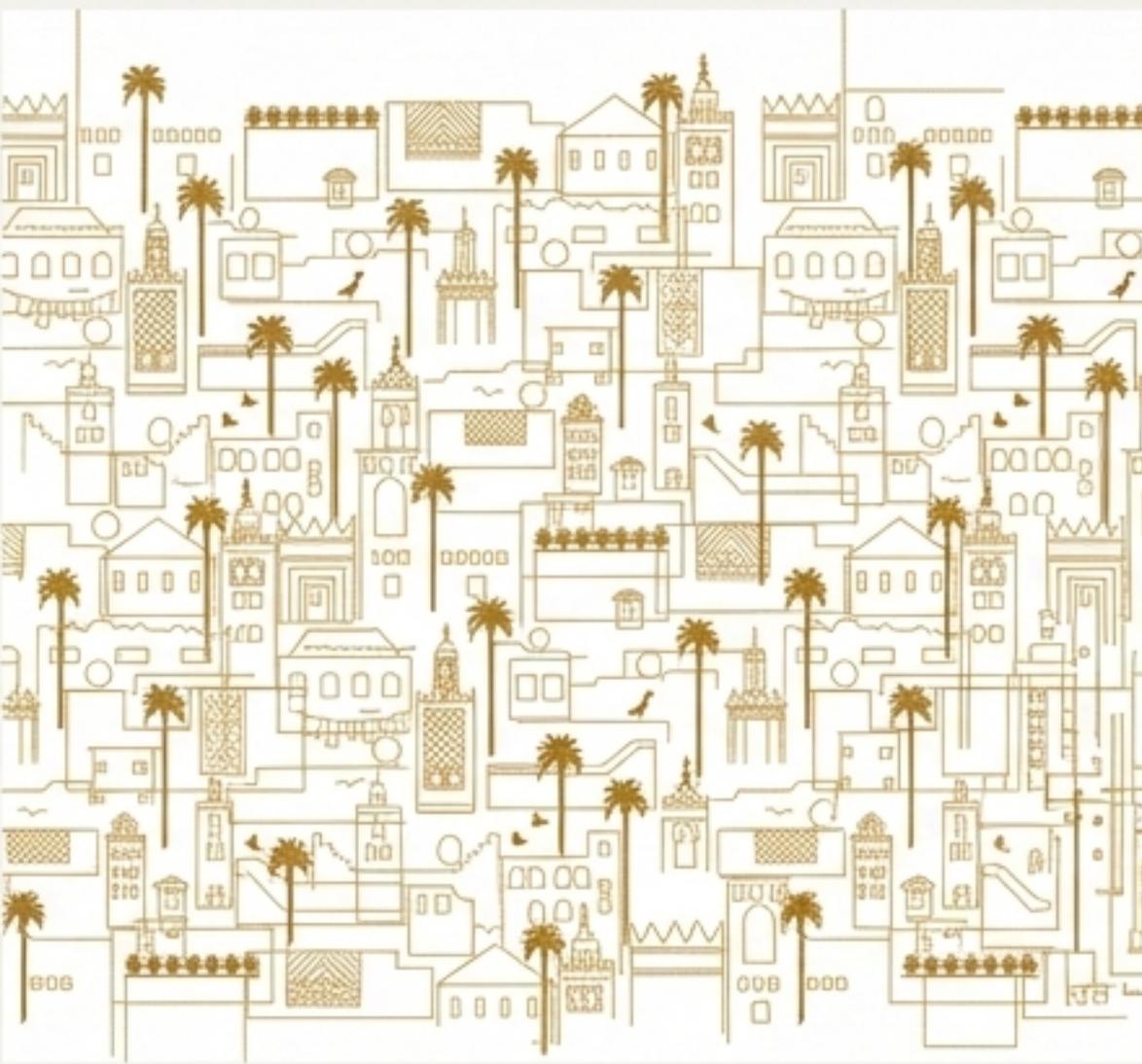
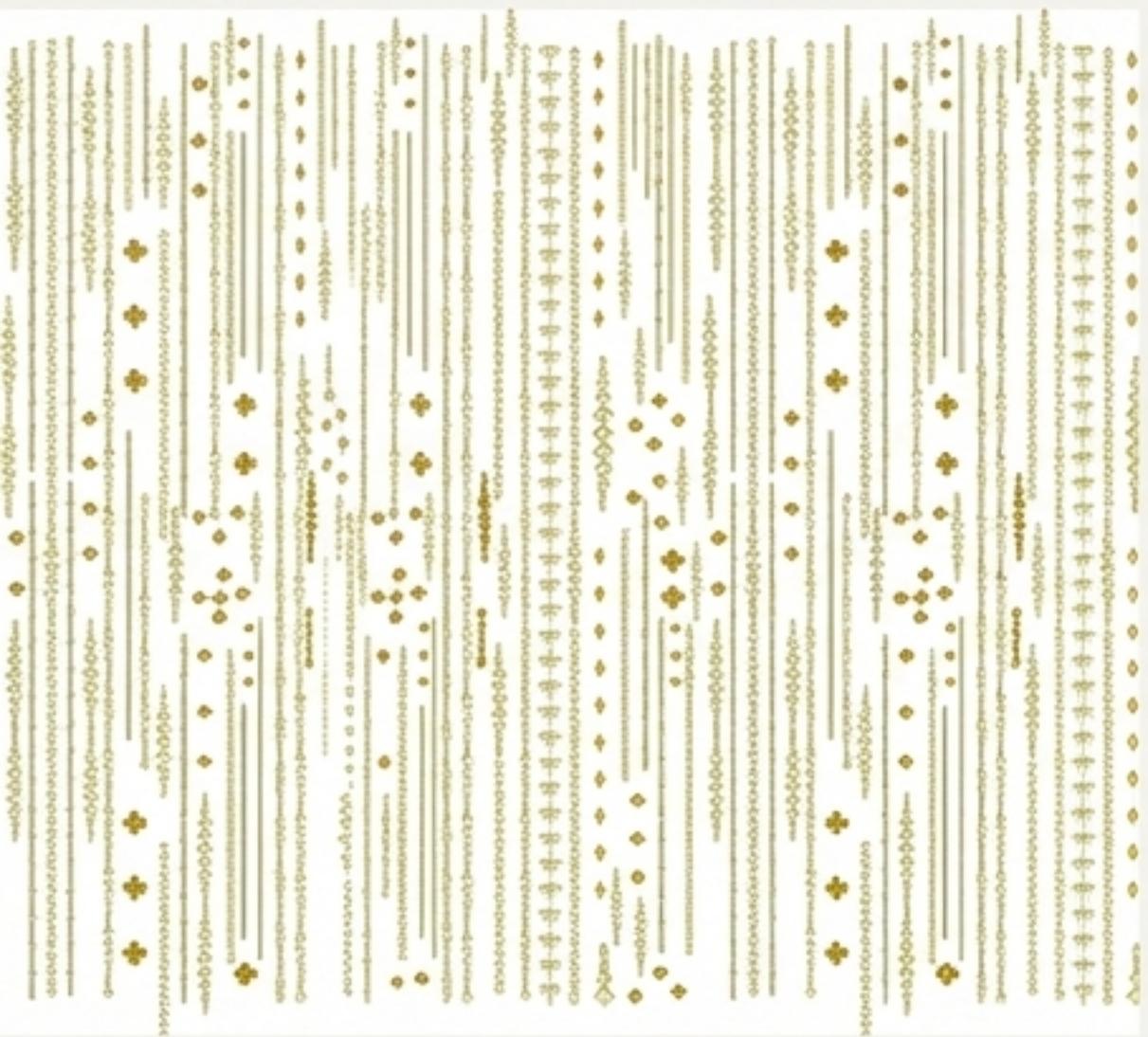
A Showcase of Heritage & Floral Motifs



Demonstrating a versatile approach to classic design, creating rich, detailed patterns that honour traditional aesthetics while being perfectly digitized for modern production.

Artistry & Craft

A Showcase of Geometric & Contemporary Patterns



A portfolio of clean, modern, and graphic designs. Expertise in translating contemporary visual language into precise, high-impact embroidery for fashion and decor.

Artistry & Craft

A Showcase of Narrative & AI-Enhanced Concepts



From evocative landscapes to culturally rich figurative work, these designs showcase the ability to build a narrative through embroidery. Several of these concepts were developed with AI assistance to explore unique creative directions.

| Technical Precision

Absolute Mastery of Wilcom Embroidery Studio

- **Advanced Proficiency:** Deep, hands-on expertise in all modules and functions of the software.
- **Vector to Stitch:** Seamless conversion of vector artwork into flawless embroidery files.
- **Design Scaling:** Intelligently adjusting designs for different sizes while maintaining integrity and quality.
- **Density Adjustment:** Expert control over stitch density for perfect results on any garment.

Technical Precision

Every Design is Optimised for Production

Fabric-Friendly Stitch Optimisation

Meticulously planning stitch types, angles, and underlays to prevent fabric pulling and ensure a high-quality finish on everything from delicate silks to heavy denim.

Production Workflow Optimisation

Creating designs that run efficiently on commercial machines, minimising thread breaks and machine time.

Rigorous Quality Control

A multi-step testing and review process to guarantee every design is production-ready before delivery.



Enhancing Creativity with Artificial Intelligence

“Leveraging AI tools like Midjourney and ChatGPT as a creative partner to accelerate ideation, generate novel concepts, and enhance the complexity of designs.”

Key Applications

- **AI-Powered Design Generation:** Rapidly exploring unique patterns and motifs that go beyond conventional inspiration.
- **Creative Enhancement:** Using AI to refine and iterate on initial concepts, adding layers of detail and originality.
- **Efficiency Boost:** Streamlining the creative process to deliver innovative ideas faster.



This forest concept was initially explored using AI-powered design tools.

A Multi-Dimensional Technical Skillset

Graphic Design

Adobe Photoshop

CorelDRAW

Digital Marketing

Google Ads & Meta Ads

Web Development & E-commerce

HTML5, CSS3, JavaScript

E-commerce website development

Business Software

Tally ERP 9 with Accounting

Microsoft Office Suite

This diverse technical foundation provides a holistic understanding of the digital landscape, enabling better collaboration on integrated brand projects.

Professional Journey & Experience

2023 - Present

Embroidery Digitizer | Sahil Kochher, Noida

- Creating high-quality designs using Wilcom; leveraging AI tools for creativity; optimising designs for fabric; maintaining 98% client satisfaction; training junior digitizers.
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2022 - 2023

Self-Learning & Professional Development

Intensive training in Wilcom Embroidery Studio; mastering advanced techniques; exploring AI integration; building a professional portfolio.

Previous Roles

2021-2022

Digital Marketing Specialist | Lord Krishn Property

2019-2020

Executive | PlanetEDU Exam Pvt. Ltd.

Education & Professional Certifications

Professional Certifications

- **Wilcom Embroidery Studio Proficiency**
Advanced digitizing and design optimization.
- **Web Designing Certification**
HTML, CSS, JavaScript proficiency.
- **Diploma in Computer Applications**
Comprehensive computer skills.
- **Tally ERP 9 with Accounting**
Business accounting software.

Academic Qualifications

- **Bachelor of Arts (B.A.)**
CSJM University, Kanpur
- **Higher Secondary (12th)**
UP Board
- **Secondary (10th)**
UP Board

The Proposition: A Creative and Technical Partner

A partner who bridges the gap between creative vision and flawless technical execution. My unique blend of artistic skill, deep software expertise, and AI-driven innovation ensures the delivery of high-quality, inventive, and production-ready embroidery designs.

Key Professional Strengths

- Client Communication & Management
- Creative Design Thinking with AI
- Project Time Management
- Team Collaboration & Mentoring
- Business Process Improvement

Aakash Kumar

Embroidery Digitizer & Creative Professional



Phone : +91 9650519154



Email: akashkumar.lkp@gmail.com



Location: New Delhi, India

Available for freelance projects and full-time opportunities. Let's create something exceptional.