

Amit Chotrani

Mobile No +91 8827592632

Email: amitchotrani@gmail.com



OBJECTIVE

An ambitious, self-motivated, workaholic, cutting edge fashionista, who wants to leave a mark on the bewitching world of Fashion, Art and Design, through his Passion and sheer hard work. I eat breath & sleep Fashion only.

PROFESSIONAL QUALIFICATION

- Pursuing **PhD in Fashion Design** from Banasthali Vidyapith, India
- Post Graduate Certificate in **Advanced Professional Practice in Higher Education** from **Coventry University UK** (April 2014)
- **MSc. In Fashion Technology.** (2009)
- Post Graduate Diploma in **Fashion Design & Technology** (2004)
- Diploma in **Computer Aided Design** (2005)
- Graduate in Commerce with Computer Applications (B. Com) (2002)

WORK EXPERIENCE

1. Assistant Professor and Acting Head, Fashion Design Department of Graphic Era Hill University Dehradun (September 2020-)

Work Profile

- To deliver online modules for various semesters
- To come up with the blended learning strategies for the department
- To collaborate with other departments for various electives
- To provide direction to students for their projects
- To collaborate with other departments for various NAAC activities
- To support the professional growth of faculty and model best practice at all times.
- To lead and motivate a team of fellow colleagues
- To identify new industry and students' needs and business both in the India and International markets.
- To ensure compliance with accreditation requirements.

- To work towards the satisfaction of students, families and employers to ensure academic quality.

2. Sr. Lecturer and **Academic Head of Department** Blue Crest University College **School of Fashion & Design Accra** (in partnership with University of Education Winneba) Ghana (September 2019 – July 2020)

Work Profile

- Provide active, innovative leadership of the Fashion Design Program, and ensure the growth and efficient operation of the department.
- To collaborate with Vogue Italia, and African Fashion Council for nurturing upcoming talent from SFD.
- To collaborate with faculty to develop and deliver high quality, effective related program. This includes maintaining an academic curriculum that enables students to be successful within their specific fields of study, and future careers.
- To develop online courses in collaboration with Coursera.
- To direct overall program operational growth and management, and contribute to the professional image of the organization.
- To design course curriculum, course materials for lessons in Fashion Design
- To supervise all placement, delivery and evaluation processes, this involves planning and directing the team.
- To abide by the college's Policies and Procedures to promote authenticity and ethics.
- To deliver Fashion Design projects to a standard that is demanding and appropriate to the type of course and level of students.
- To be responsible for various Art, Design and Fashion projects undertaken by the department.
- Organize graduating show of the designers (students).
- To represent the department at various boards meetings across the organization.
- To monitor and endeavor to maintain high student morale and motivation at all times.

- To assist in maintaining discipline and the overall operational stability.
- To monitor and enforce student attendance and punctuality.
- To counsel individual students regarding attendance, punctuality, academic progress, professional development, and behavior
- Maintain accurate and up-to-date records.
- To be available to students outside normal class hours for questions and individual consultant for a reasonable period of time each week.

3. Faculty - Program Manager – HOD, Department of Creative Technology at Middle East College (MEC), Muscat, Sultanate of Oman (College in partnership with **Coventry University, United Kingdom**) Sep 2009- July 2019

Work Profile: -

As **Head of Department (HOD)** Fashion Design, Department of Creative Technology:
(Sep 2009 – Sep 2015)

- To conceive, organize, produce and manage Fashion, Design and Art activities throughout the department.
- To participate in professional development activities in order to remain current in practice and theory, and to contribute to the changing scenario of fashion and media.
- To support the professional growth of faculty and model best practice at all times.
- To Support blended teaching and learning with Moodle and SIS.
- To support online administration of audit trails online on CMS

As **Program Manager (PM)** of BSC Fashion Design, Department of Creative Technology:
(Sep 2009 – Sep 2015)

- Organize graduating show of the designers (students).
- To represent the department at various boards meetings across the organization.
- To advise students about their degree plan and prepare the remedial plans for those students, who are on reduced work load (Academic Prohibition).

- Showcased graduating student's collection preview at **Muscat Fashion Week 2012**. Organized the entire project with the council in terms of fashion styling and coordination as well.

As **Faculty**, Department of Management Studies:
(2015- 2019)

- To develop and deliver the core modules for Fashion Design and Multimedia.
- To develop and deliver design modules as electives for Software Design, computer science and Mechanical Engineering.
- To participate in student recruitment and admissions processes as directed.
- To mentor Art and Design Club
- To develop and design assignments for level III, level II and level I modules
- To produce various Art, Design and Fashion events.
- integrity and professional image of MEC
- To manage the CMS (Content Management System) for entire department for various courses
- To coordinate for OAAA and ECBE accreditation

3. Worked as **Faculty of Fashion** for **IMS- Design & Innovation Academy** IMS-AFJD Noida India. (May 2007-Sep 2009)

Work Profile: -

- Worked on Product Development workshop with **Ms. Nupur Arora** from **FIT New York**.
- Worked on Design Process workshops with **Mr. Nicholas Andrews** from **University of Bolton UK**.
- Worked on Forecasting trends of Spring Summer 2008 with **Ms. Nishi Sharma** Textile designer from **NIFT New Delhi**
- Contributed to curriculum development and the ongoing review and reform of modules

- Maintained accurate recording of student attendance and assessment and fulfilled all ancillary duties commensurate with the post.
 - Supported the Course Leader in the administration of all fashion related Courses, including the maintenance of the Corporation's quality systems related to Courses.
 - Supported the Course Leader in securing the relevance of teaching to curriculum needs.
 - Delivered a high level of technical and industrial expertise and practical knowledge in different areas of design and presentation.
 - Used industrial links to facilitate work experience, live projects, educational visits and employment as relevant, and to be responsible for organizing and supervising them.
 - Participated in student recruitment and admissions processes as directed.
 - Worked on the profile of a Marketing Development Executive in various Fares, Events & seminars organized by DIA IMS AFJD
 - Assisted in holding exhibitions for Design and Innovation Academy, Noida at Silk Sutra, Delhi Haat, Inside Outside Mega show 2007-2009
 - Given Consultation to students of Fashion Design (interpretation of theme, collection development, digital brochure, computer illustration) for their Graduating show, January 2009
 - Prism 2009- The Graduating show of the Ims Dia Students Coordinated the event in terms of Digital printing, Brochure designing, Concept developing through Research & thought process.
 - Drapes of India- The Fashion show organized by the design department of Design & Innovation Academy to make people aware about the traditional Textiles of India
4. Worked as **Lecturer of Fashion** at the International Institute of Fashion Technology (IIFT) Meerut India (July 05 to August 06)
 5. Promoted as **Head of Department** of Fashion & Merchandising for IIFT Faridabad India (Sept 06 to May 07)
 6. Worked as **Fashion Coordinator** at the National Institute of Fashion Design, which is now known as International Institute of Fashion Design (NIFD). Bhopal India (Feb.2005 to July 2005)

7. Worked as an **Assistant Designer** at **Roopz Boutique** Bhopal India (May.04 to Feb.05).

WEBINARS ORGNISED AND DELIVERED

- Webinar on 21st Century Life Skills
- Webinar on Digital Marketing and Social Media
- Webinar on the Advanced Practices for Higher Education Teaching and Learning during COVID 19
- Webinar on the effective use of Moodle and other online portals for Fashion and Design.
- Webinar on Outcome based teaching and learning.
- Webinar on Feedback mechanism
- Webinar on diversity in fashion
- Webinar on sustainable practices followed by African and Indian Fashion industry
- Webinar on the use of digital media in Fashion
- Webinar on the future of print media in Fashion
- Opportunities in African Fashion Industry

TEACHING INTERESTS

Apparel Construction, Dress Making and Tailoring, Tailor's Pattern Making and Drafting, Fashion Theory, Fashion Coordination & Styling, Collection Development, Contemporary Fashion (20th Century Fashion), Creative Thinking, Design Thinking, Design Basics, Design Perspectives, Design Process, Fashion Business, Fashion Merchandising, Fundamentals of Fashion, Presentation Techniques, Product Development, Product Semiotic Analysis. Surveys and Projects, Fashion Illustration.

RESEARCH INTERESTS

Contemporary Fashion, Fashion and Culture, The Sociology of Fashion, Management and Marketing in Design courses, Exploitation of Technology by Designers.

RESEARCH SCHOLAR GUIDANCE

- Graduating Project Fashion Design- 2020
- Semester VII Thesis Student for Topic the Business of Thrift Clothing in Ghana- 2019
- Graduating Projects of Fashion Students 2010-2016

CONSULTANCY PROJECTS

- Consultancy project with PSS Central Institute of Vocational Education (PSSCIVE) Bhopal for development and finalization of popularization folder for AMHF sector. (2022)
- Consultancy project with PSS Central Institute of Vocational Education (PSSCIVE) Bhopal for reviewing their text books of various job roles in apparel sector. (2021)
- Consultancy project with PSS Central Institute of Vocational Education (PSSCIVE) Bhopal for developing brochures for their vocational courses. (2021)
- Provided consultancy to fashion entrepreneurs in collaboration with COTVET Ghana. The project was funded by Government of Germany The project was undertaken to provide trained and skilled artists with guidance to make it a success in fashion. (2019)
- Consultancy project of illustration for Velvet magazine UAE (2018)
- Consultancy project of accessory design for Pashion magazine Egypt (2017)
- Consultancy project with ministry of culture in Oman for Muscat Fashion Week 2012 and 2013

GUEST LECTURES

- Was invited to Deliver guest lecture on Fashion Journalism at MAHE Manipal (2022)
- Was invited to Deliver guest lecture on Fashion Show Production at Dar Al Hakma University Saudi Arabia (2021)
- Was invited as speaker to speak on Perception Identity & Appearance at Spesh Africa Fashion Summit held in Accra, Ghana (2020)
- Was invited to deliver guest lecture on Opportunities and challenges in the world of fashion at Academic City Public School Accra, Ghana (2020)
- Was invited to deliver guest lecture on Fashion Business at East Airport International School Accra, Ghana (2020)
- Was invited to deliver guest lecture on Gianni Versace at Africa Fashion Week (2019)
- Was invited to deliver guest lecture on Creative Thinking at MCBS Muscat Oman (2018)
- Was invited to deliver guest lecture on Dress for Success at MCBS Muscat Oman (2017)

PUBLICATIONS

- Chapter on Fashion Entrepreneurship for “Optimize Your Venture- A guide for Entrepreneurship Education” Book (ISBN 9789996950483, Published in 2019)
- Illustrated for the editorials of VELVET magazine Spring 2018
- Illustrated accessories for a 6-page editorial in **PASHION Magazine** Spring 2017 and Winter 2017.
- Importance of Fashion Forecasting in **Apparel Views** India June 2013, July 2013
- Textile Printing in Home Furnishing Industry Going Digital published in Journal **Home Textile View** India July –Sept. 2012
- Indian Fashion Crosses International Borders Published in **Impressive Times** Faridabad.
- Architectural Chic and a profile of designer Gianni Versace, YSL and a tribute to Late Designer Alexander McQueen published in **The Dhow** Muscat.
- A Report on an exhibition of French Wedding Dresses in Oman published in **The Dhow April 2011** Muscat
- Fashion Week Roundups for The Dhow Muscat

INDUSTRY EXPERIENCE

- Contributor to PASHION and Velvet Magazine
- Practicing as Freelance Concept Designer for Design Houses in Muscat
- Working as a **freelance stylist** and **Image consultant**.

AWARDS & RECOGNITIONS

- Fellow of the Higher Education Academy (HEA) UK
- **Award of excellence** in 2009 for scoring the highest marks in the University
- Won **Best Designer award** at the annual Fashion Show of IIFT Creations 2003

CONFERENCES AND SEMINARS ATTENDED

- International Conference on Big Data Smart City 2016, organized by Middle East College, Muscat Oman
- International Conference on Applied Information and Communications Technology (ICAICT 2014) organized by Middle East College, Muscat Oman.
- International Conference on Applied Information and Communications Technology (ICAICT 2011) organized by Middle East College, Muscat Oman.
- Seminar on Counseling for higher education organized by Punjab Technical University.
- Seminar on Designed and branded in India organized by IMS Design and Innovation Academy

COMMUNITY OUTREACH

- Conducted awareness lectures on Opportunities in Fashion Industry Ghana for Academic City Public School Accra, Africa
- Organized and delivered a workshop on **Dress for Success** at MCBS Muscat
- Conducted Workshop on **Creative Thinking** for MCBS college Muscat Oman
- Conducted Workshop on **Cut and Create your Fashion** for an NGO in Muscat Oman

WORKSHOPS ORGANIZED

- Delivered a workshop on **Portfolio Development** as part of community outreach program at **MEC Muscat**
- Organized and delivered a workshop on **Feedback Mechanism- Feeding Forward** at MEC Muscat
- Organized and delivered a workshop on **Cut and Create your Fashion** at MEC Muscat
- Organized and delivered a workshop on **Creative Thinking** at MEC Muscat
- Organized and delivered a workshop on **Fashion Illustration** at MEC Muscat
- Organized and delivered a workshop on **Fashion Styling** at MEC Muscat

- Organized and delivered a workshop on **Dress for Success** at MEC Muscat
- Organized and delivered a workshop on **Candle Making** at IMS-DIA India

WORKSHOPS ATTENDED

- National Workshop on Innovation and Techniques in Curriculum Development by Graphic Era Hill University
- Workshop on **NAAC** and **NBA** accreditation process and procedures by Graphic Era Deemed University
- Workshop on National Accreditation process and procedures by **NAB** at Blue crest Accra Ghana
- Workshop on **OAAA** accreditation process and procedures by MEC Muscat Oman
- Workshop on anti-plagiarism organized by MEC Muscat Oman
- Workshop on Feedback System organized by MEC Muscat Oman
- Workshop on Academic writing organized by MEC Muscat Oman
- Workshop on Student Centered learning organized by MEC Oman
- Workshop on feedback mechanism organized by MEC Oman
- Workshop on Trend Forecasting organized by IMS DIA India
- Workshop on Product Development organized by IMS DIA India

EXHIBITIONS CURATED

- 20th Century Fashion- An exhibition about the cotemporary Fashion organized with Middle East College Muscat Oman.
- Drapes of India- An exhibition of various traditional drapes of Sari, worn in different regions of India, organized with IMS Design and Innovation Academy Noida, India.
- Rangla Punjab- An exhibition about the traditional life and lifestyle of Punjab Region of India, organized with IIFT Bhopal India.

PROJECT / TRAINING UNDERTAKEN

- 9 Months Industrial Project Report on **CAD in Fashion Industry** Conducted by. **Barkatullah, University** Bhopal in the session 2001-02.
- 15 days training on **Cosmetology** conducted by **L'OREAL PARIS, NEW DELHI.**
- 15 days training as a Designer at **IDI EXPORTERS, NEW DELHI.**

PERSONAL DETAILS

- | | |
|--------------------------|---|
| Date and Place of Birth: | - 20th July 1982 at Bhopal, India |
| Nationality | - Indian |
| Marital Status | - Married |
| Languages Known: | - Conversant in English, Hindi, Sindhi, and French (learning) |
| Interests: | - Magazine and Perfume Enthusiast, Reading, Listening Music, Watching movies. |