

# TOOBA AMEER

## PRODUCT DESIGN MANAGER

### CONTACT



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### SKILLS

- Product Design & Development
- Product Strategy
- Market Research
- Product Roadmapping
- Agile/Scrum
- Stakeholder Communication
- Data Analysis
- Project Management
- Competitive Analysis
- Cross-Functional Leadership
- Problem Solving
- Prototyping
- Technical Knowledge
- Negotiation
- Time Management

### EDUCATION

#### Bachelor of Design

#### National Institute of Fashion Technology (NIFT)

2014-2018

Specialised in Fashion and Lifestyle Accessory Design.

### LANGUAGES

English - C1 Level

Hindi - C1 Level

French - A1 level

### PROFILE

Dedicated Design and Development professional with over 6 years of experience in product design, development, and management. Proven ability to conceptualize and design diverse product ranges, collaborate with cross-functional teams, and introduce process improvements. Experienced in vendor management, market analysis, and innovative idea generation.

### WORK EXPERIENCE

#### Manager - Design & Development

Safari Industries

July 2023 - Present

- Design, Develop, and communicate product vision and strategy for the Genie brand and selective product ranges of the Safari brand.
- Prepare design direction boards for the Seasonal collection to capture the moving market trends for both Genie and Safari.
- Conduct market research to identify customer needs and market trends.
- Implement Scrum and Agile methodologies for effective product development.
- Collaborate closely with cross-functional teams.
- Utilize consumer data to make informed product decisions.
- Collaborate with product managers to develop and sustain product roadmaps, with a focus on feature prioritization aligned with consumer needs and business objectives.
- Collaborate closely with the sourcing team to identify competitive vendors for product development. Engage in essential product development activities, including material selection, cost negotiation, and ongoing product improvement initiatives.

#### Assistant Manager - Design & Development

Safari Industries

March 2021 - June 2023

- Designed, Developed, and communicated product vision and strategy for the backpack and luggage range of the brand "Genie" and the Premium retail range of Safari.
- Conducted market research to identify customer needs and market trends.
- Applied design thinking principles to drive product development excellence.
- Efficiently managed projects, guaranteeing punctual product launches.
- Collaborated closely with product development masters to elevate product quality and aesthetics at minimum cost.
- Vigilantly monitored competitors to maintain a competitive edge.
- Incorporated customer feedback for ongoing product feature enhancements.
- Led cross-functional teams, ensuring alignment with strategic product objectives.

#### Product and Graphic Designer

High Spirit Commercial Ventures Pvt. Ltd.

June 2018- March 2021

- Conducted comprehensive market research to pinpoint lucrative product opportunities.
- Leveraged user behavior insights to drive product design, focusing on user-centric solutions.
- Collaborated closely with cross-functional development teams, following Agile methodologies for efficient product development.
- Demonstrated adept project management skills, ensuring the successful and timely launch of products.
- Played a vital role in budget management, aligning financial resources with product development goals.

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## SOFTWARE SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Indesign
- Adobe Premier Pro
- Keyshot
- Solid Works
- Figma
- Invision
- MS Powerpoint
- MS Excel
- Coral Draw
- Canva

### Product Design Intern

United Colors of Benetton

2018

- Assisted in product design and development of Footwear & Handbags.
- Conducted trend research and created themes and mood boards.
- Developed sketches using Illustrator and compiled line sheets.
- Coordinated with vendors and updated style records in SAP and Excel.
- Worked on MRP and gross margins of the products.

### Freelance Designer

Arihant Elastoplast

2017-2018

- Practical backpack and luggage designs with a commercial point of view.
- Providing design inspiration and story outline for products.
- Creating detailed computer-aided designs with materials rendered.
- Developing comprehensive specification sheets to guide product development.
- Designed a strolley for Flying Machine, a brand of Arvind Mills.
- The Strolley design was selected for distribution as a Diwali gift.

### Design & Merchandise Intern

Himsheel International

2017

- Designed leather bags, wallets, backpacks, leather jewelry, and varsity jackets.
- Managed product photoshoots.
- Prepared proposal decks for European clients.
- Conducted sourcing trips to obtain materials for designs.

### Graphic Design Intern

Zulments

2017-2018

- Made graphics for casual t-shirts.

### Graphic Design Intern

Mango Closet

2016

- Created multiple graphic designs for print and digital media including letterheads, business cards, emailers, vouchers, Facebook posts, Facebook, and website banners, and photo booth designs.
  - Designed the layout for the website of Shree Sharda Realcon and Builders Pvt. Ltd.
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