Ayomi Sithara

Fashion Designer

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📞 (123) 456-7890
📍 Colombo, Sri Lanka
in **LinkedIn**

EDUCATION

Bachelor of Fine Arts
Fashion Design
Fashion Institute of Technology
📅 2011 - 2015
📍 New York, NY

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- C-DESIGN Fashion
- Browzwear VStitcher
- TUKAcad
- Gerber AccuMark
- Lectra Modaris
- CorelDRAW
- Optitex
- Fashion Toolbox

CERTIFICATIONS

- Certified Fashion Designer (CFD)

WORK EXPERIENCE

Fashion Designer
Coach
2020 - current   📍 Colombo

- Secured media coverage in prominent fashion publications, resulting in a **61% increase in brand visibility and awareness**
- Organized and curated fashion shows using Adobe Illustrator designs with a 49% increase in attendee numbers compared to previous events
- Reduced fabric waste by 24% through improved patternmaking techniques with TUKAcad and efficient material utilization
- Completed 98% of design projects within the assigned deadlines, ensuring timely delivery to clients

Junior Fashion Designer
Tommy Hilfiger
2017 - 2020   📍 Colombo

- Negotiated supplier contracts, resulting in a **12% reduction in material procurement costs while maintaining quality standards**
- Streamlined the design process, saving an average of 23% time by utilizing CorelDraw and Rhino 7
- Drove a 38% growth in social media followers by curating visually captivating content and engaging with the fashion community
- Contributed to a 28% increase in sales conversion rate by creating visually appealing displays and assisting customers in finding suitable fashion items

Assistant Fashion Designer
Michael Kors
2015 - 2017   📍 Colombo

- **Achieved a 58% sales conversion rate by creating marketdriven designs** that resonated with customers
- Identified sustainable and cost-effective materials, which led to a 17% decrease in production expenses
- Received a 93% positive press coverage from reputable fashion publications for designs showcased at New York Fashion Week
- Worked with cross-functional teams on Basecamp, achieving a 88% satisfaction rate among colleagues for seamless teamwork