

SHAILY SUTARIA

Seek a full time/internship/co-op position in the field of software to design, develop and test user-friendly solutions



Contact

Address

Mountain View, CA, 94043

Phone

951-525-2860

E-mail

shah.shaily22@gmail.com



Skills

Business strategy	●●●●○
Designing	●●●●○
Fashion	●●●●○
UX	●●●○○
HTML	●●●●○
Layout	●●●●○
Logo	●●●○○
Market research	●●●○○
Design process	●●●○○
Product design	●●●○○
Product development	●●○○○
Quality control	●●●○○
Sales	●●●●○
Sketching	●●●○○
Web design	●●●○○



Work History

**2019-08 -
2019-12**

Sales Associate

Chico's, Palo-Alto, CA

- Helped in meeting company sales goals by utilizing sales techniques and communicating product knowledge to the customer; recommends merchandise selections or helps to locate or obtain merchandise based on customer needs and desires.
- Participated in visual directives including monthly store sets and zone maintenance.
- Ensured a fast and efficient register experience, remaining current on policies regarding payments, coupon acceptance, returns and exchanges and security practices.
- Maintained consistent client communication through utilization of customer book.
- Assisted with visual directives, including floor sets, window changes, visual presentations, signage placement, etc.
- As directed.

**2008-04 -
2018-12**

Co-founder and CEO

Shails & Pals

- Co-founded company and lead team of 10-15 people to serve more than 500 customers across globe for more than 10 years.
- Designed exquisite fashion items in line with brand's aesthetic for Gujarati culture.
- Managed entire product design process, from initial market research to mood board creation to sketching/designing to delivering end product.
- Oversaw technical designs of products from concept to factory, incl.
- Fabric and trim selection, meeting and selecting vendors, etc.

**2007-05 -
2008-04**

Associate Designer

Resham Dresses

- Created commercial designs that reflected the conceptual



Software

HTML5, CSS,
Javascript,



Adobe
Photoshop,
Adobe
Illustrator,
Adobe Sketch,
Adobe Spark



**2007-01 -
2007-03**

- direction and business strategy of the company.
- Collaborated and followed-up on deliverables with vendors and key partners throughout the entire design process, incl.
- Merchandising, preproduction, and product development.

Trainee

Roops Enterprise

- Participated in the production and design training and exposed and trained on color matching for quality control PROJECTS.
- Designed and implemented a book cover page about my experiences in USA using Adobe Photoshop and HTML for the class project.
- Implemented a farmer's market project to illustrate a local market logo and web design layout in Adobe Illustrator and UI/UX pro-type fundamentals.



Education

**2019-04 -
Current**

Master of Science: UI/UX Design

UC Santa Cruz - Santa Clara, CA

GPA: 3.5

**2006-01 -
2011-01**

Masters: Commerce

Gujarat University - Ahmedabad

Diploma: Finance

GPA: 3.4