



ANUSHA GUPTA

FOOTWEAR CREATIVE DESIGNER

Contact

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PROFESSIONAL SKILLS

- 3 years of experience.
- SOFTWARES:
CAD/CAM, Corel Draw
Photoshop ,
Adobe Illustrator
MS Excel,
- Basic Pattern making
- Good understanding of Footwear trends.
- Good understanding of material and color combination.
- Quality testing of product.
- Creating concepts and Ideas for designing.
- Creating mood board.

Personal Skills

- Adaptable to work independently and even in a team of equally skilled professionals.
- Creative and passionate with a willingness to work extensively to ensure timely completion of projects
- Excellent organizational, leadership, multitasking and negotiations skills.
- Ability to develop a professional rapport with the staff across different departments.

OBJECTIVE

I am seeking to secure a challenging, fun and exciting Footwear designer position that will allow me to best utilize my passion, skills and expertise regarding designing in the hope of contributing greatly to today's ever changing and always demanding world.

ACADEMIC QUALIFICATIONS AND CERTIFICATIONS:

- Certificate: Certified Professional in Footwear Designing
- Degree: Master's Degree in Footwear Designing (CAD\CAM)
- Institute: Footwear designing and development institute
- Year: 2015-2017
- Degree: Bachelor's Degree in commerce
- Institute: Lucknow university
- Year: 2015
- Diploma: Diploma in fashion designing
- Institute: International institute of fashion technology
- Year: 2013

EXPERIENCE

DESIGNATION: FOOTWEAR DESIGNER

Organization: Universal Export House (Mumbai)

Period: September 2020 – November 2020

- Execute design work and made design proposals to leading footwear firms like Forever, Hush puppies etc. according to design trends.
- Support an efficient process and communication flow between design, marketing and development for all issues regarding the ranges and products.
- Design tech pack projects in conjunction with Product Development.

- Created trend presentations for merchandising and sales department.
- Make prototype corrections, confirmed sales samples, and informed the sales team of any modification.
- Review samples with management, sales and design team.
- Designed a high-end range of designer footwear.

DESIGNATION: FOOTWEAR DESIGNER

Organization: Fruit- Subsidiary of Inc.5 (Mumbai)

Period: June 2019 – July 2020

- Designed footwear collections for women's, ensuring that the company's high standards were met.
- Communicated and worked closely with managers and other designers to formulate fashion collection concepts, materials, and colors.
- Conducted detailed market research and stayed up to date with current trends.
- Conceptualized and created wide variety of products with appropriate margin to target customers.
- Created trend presentations for merchandising and sales department.
- Researched fashion trends related to materials, patterns, techniques, construction, shape and color.
- Worked on concepts like laser cutting ,digital printing, embriodary, weaving etc.
- Support an efficient process and communication flow between design, marketing and development for all issues regarding the ranges and products.
- Range planning according to trend and season.
- Built collection through trend researching, shopping the market, and pulling images.

DESIGNATION: FOOTWEAR DESIGNER

Organization: VKC (Coimbatore)

Period: April 2017 – June 2018

- Performed market research and market visit to learn the latest market trends and consumer buying patterns to devise design specifications
- Designed concepts for different footwear range manufactured and marketed by our studio
- Trained the sales personnel on the features and material specifications for better customer service.
- Provide cost estimates for a sample.