

Simran Chadha

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Profile

I'm a dedicated print designer with a keen eye for the emerging trends in the fashion industry. I have been described as creative, versatile and multi-talented with a track record of understanding clients' needs and increasing client satisfaction by developing contemporary and state-of-the-art computerised digital print designs. Furthermore, I have strong expertise in design development and layout enhancement. I am eager to develop my skills within the fashion industry and I'm seeking a role that challenges me.

Education

Central Saint Martins College of Art and Design, London

BA Hons Textile design

2010 - 2013

London College of Fashion (UAL)

Diploma in Art & Design

2009 - 2010

Hopetown Girls School, Dehradun, India

Indian School Certificate (ISC)

2007 - 2009

Hopetown Girls School, Dehradun, India

Indian School Certificate (ICSE)

2000 - 2007

Work Experience

Kashyaps - Designer cum Merchandiser, Delhi, India: (2015 - present)

Kashyaps India is an export company specialising in digital prints, in-house weaving & ancillary.

Handled order for Retail outlet and Domestic Buyers.

Key Responsibilities - Designing

- Research and produce seasonal trends to deliver print oriented high-end garments on silk/pashmina blend for export buyers
- Lead the execution in the product development from brief to press with a team of people

Key Responsibilities - Merchandising

- Lead the relationship management between buyers and fabricators, and being the SPOC for all negotiations and discussions

- Manage the Inventory for the high-end retail outlets monitoring the Demand Trends.
- Lead the presentations to existing and potential buyers/clients (Domestic and International) for the latest collections developed.

Internship

DAKS - Print Designer, London (April - May 2013)

DAKS - Designer, manufacturer and retailer of tailored garments and accessories for men and women.

- Created a portfolio of print designs for the Autumn/ Winter collections.
- Won the 1st Runner-Up award for my independent project.

Shingora Textiles, Design Assistant, India (June - August 2012)

Shingora textiles is a stoles and shawls manufacturer.

- Gained first-hand experience of working in a textile factory.
- Created designs for their scarf, stole and accessories collection via digital painting and hand drawn methods.
- Actively participated in the machine processes of yarns to cloth weaving, handling bulk dyeing and working with jacquard machines.

Westcott Studios -Print Designer, London (January - March 2012)

Westcott studios is a textile and production agency based in London.

- Hand drew designs and converted them into digital prints.
- These prints were showcased in Paris.

Boutique Kanchan - Studio Assistant, Ludhiana, India (June - July 2010)

Boutique Kanchan is high-end boutique which specialises in Indian clothes.

- Developed a collection for womenswear using traditional techniques such as block print.
- Hand painted a collection of saris (Indian wear) for clients
- Machine embroidery.

Volunteer work

Each One Teach One - Taught underprivileged children English, maths and art at a school in Dehradun, India.

Skills

Adobe Photoshop, Illustrator & Indesign
MS Office (Word, Powerpoint & Excel)
Embroidery & Embellishment Machine Work
Photography
Hand Painting & Sketching
Weaving

Interests

Travelling
Sports - Football & Basketball

Language

English & Hindi Proficiency