

## Experience

### Creative Art Director

KAYFI - GMG GROUP LLC., Dubai

May 2024 - Nov 2024

Define and drive the Creative Vision for KAYFI, overseeing every stage of product design from initial concepts to final production, ensuring alignment with the company's strategic goals and brand identity.

- Leading and coordinating three key teams: Design, Production, and Creative Marketing - to develop creative products and execute cohesive strategies that boost the brand's presence and success in the GCC market. Direct and mentor a team of 10 fashion and graphic designers, copywriters, and merchandisers, providing guidance on design practices, content strategy, project management, production execution, and all creative outputs.

- Overseeing the end-to-end product development process, ensuring adherence to design and production timelines for modest fashion products tailored to the GCC market. Providing creative direction to the team on print and product development, sourcing, sampling, production planning, and budgeting.

- Strategically leading the development of marketing creatives, including digital campaigns, photoshoots, and brand collateral, to boost engagement and visibility across social media platforms and the company website. Providing creative direction for photoshoots, including moodboard creation, styling, and coordination, while shaping social media content strategy by analyzing performance metrics.

### Lead Print & Product Design Manager

NUAIMI COLLECTIVE, Dubai

Dec 2021 - Apr 2024

- Designed and developed prints for apparel and products, from initial sketches to final colorways and placement.

- Successfully collaborated with prestigious clients such as Waitrose and Partners, 25hours Hotel Dubai One Central, Piaget & Tod's.

- Led the design and management of brand collaborations for local and international brands and in-house e-commerce products, overseeing design processes, digital prints, product design, project management, cost control, and vendor onboarding.

### Creative Director & Surface Print Designer

TSM Designs, India

April 2020 - Feb 2021

- Founded and led the company, steering the creative vision and delivering innovative solutions for startups and emerging brands.

- Designed surface prints for textiles, stationery, home linens, and wallpapers, specializing in digital branding, custom designs, collaborations, and licensing.

- Created engaging Instagram creatives, reels, and story content, enhancing brand visibility and engagement for various clients.

### Founder/ Creative Director

The Studio M, India

Dec 2015 - April 2022

- Founded The Studio M, a brand dedicated to elegant, contemporary women's wear with a focus on slow fashion.

- Designed and developed exclusive in-house textile prints and hand embellishments.

- Emphasized delicate craftsmanship and sustainable practices, highlighting Indian hand embroidery techniques within contemporary styles.

- Managed all aspects of the brand, from conceptualization to execution, including production oversight, business operations, and fair labor practices.

- Expanded market presence across nine cities in India and Hong Kong.

## Hello

My expertise spans the entire creative spectrum, from conceptualization and meticulous planning to production management and flawless execution.

With a diverse background that includes print design and apparel management, have also had the privilege of collaborating with luxury brands to design a range of products, including bags, wallpapers, flower boxes, and store interior decor.

Additionally, I successfully operated an in-house apparel brand, honing my decision-making and multitasking abilities to a high degree of proficiency.

## Core competencies



Creative Direction & Visionary Leadership



Trend Forecasting & Market Analysis



Diverse Surface Print Design Expertise



Strategic Design Development



Luxury Branding & Storytelling



Team Leadership & Mentorship

## Assistant Celebrity Stylist

Sanjana Batra, Mumbai, India January 2015 - February 2015

Styled & sourced various looks for many celebrities for Award Function Appearances, Movie Promotions & Red Carpet. Have created looks for actors mentioned below:  
Alia Bhatt, Huma Qureshi, Kriti Sanon, Yami Gautam & Nimrat Kaur

## Art Director

Anupamaa Dayal: A Nu Day Pvt. Ltd. February 2014 - January 2015

- Working from a brief & generating ideas to present to the client.
- Working on designs to produce an effective advertising campaign & handling all the social network site & online communication.
- Commissioning specialists, such as artists and photographers, to work on projects.
- Editing the final results for presentation to the clients like Ekaya (Banaras), Various Magazine & Celebrity Fashion Stylists.
- E-commerce photography for online stores like Good Earth, Atmosphere, Pernia's Pop-up Store, etc.

## Prints / Apparel Designer

Preeti S Kapoor August 2012 - December 2014

Work Profile:

- Designed laser cut garments for WIFW 2013 held in Delhi, from Oct 6th to 10th 2012.
- Designed churidar/kurta/dupatta for the Prêt Indian Wear line of Preeti S Kapoor launched in the month of October on Exclusively.in
- Designed a collection of embellished tunics for the Middle East Market.
- Worked on the Couture Indian Ensembles of Preeti S Kapoor, this includes various Hand Embroideries and Fabric Texturization.

## Education

National Institute of Fashion Technology, India

### Creative Fashion Styling · (2015 - 2014)

- Learned fashion photography ( Outdoors and Studio)
- Product styling: Conceptualization, Shoot, Editing and how to create social media posts





Nottingham Trent University (Pearl Academy of Fashion, India)

### B.A. Honours Fashion Design

Apparel and Textiles · (2012 - 2008)

- Level 3 ( Semester 7 & 8) 60.8% 2012 ( 4th Rank in the batch)
- Level 2 ( Semester 5 & 6) 63.6% 2011 (Batch Topper)
- Level 1 ( Semester 3 & 4) 65.7% 2010 (Batch Topper)
- Level 0 ( Semester 1 & 2) 69.3% 2009 (Batch Topper)

## Softwares

-  Adobe Photoshop
-  Procreate
-  Adobe Illustrator
-  Adobe InDesign

## Certifications

Foundations of Digital Marketing and E-commerce  
Google  
Dec 2024

Creative Fashion Styling  
National Institute of Fashion Technology,  
India  
2014- 2015

## Interests



Gardening



Travelling



Landscape  
Photography



Badminton



DIY & Decor



Singing &  
Karaoke