

AKSHITA JAIN MADAN

A design enthusiast at heart and a designer by mind with a passion for marketing and retail.

EXPERIENCE

H&M | Sales Advisor *BRISBANE | SEP 2023 - PRESENT*

- Utilize fashion knowledge to inspire the customer by offering purchasing suggestions, and promoting campaigns.
- Ensured great garment care and **visual merchandising** leading to 40% increase in sales
- Recognised for providing best **customer service with a smile** for promoting membership in line with country and store goals.
- Replenish sizes and allocation** to the sales floor through efficient delivery and refill routines to avoid missed sales.

Freelance Designer *REMOTE | JULY 2023 - PRESENT*

- Creating capsule design collections or print designs for clients.
- Designing brand and communication collateral across digital and print mediums.
- Pitching ideas to bring client projects to life.
- Revising design ideas and solutions to fit a client's budget and project limitations.
- Creating designs by hand, drawing, painting, or using computer specialist softwares.
- Working within brand guidelines to deliver successful creative work.

THAVKI SAREES | Design Specialist *INDIA | JULY 2021- JUNE 2023*

- Carefully ensured the accurate assessment and approval of sketches and designs by providing comments/approvals in a timely fashion that lead to **40% increase in sampling process**.
- Using **specialist CAD softwares** like ARAHNE to develop a range of weaves.
- Communicated sampling and technical issues/updates to **cross-functional teams** which boosted effectiveness by 30%
- Optimised the sampling process speed by 20% by working in close collaboration with the sales and production department
- Researched, assisted, and presented new ideas and designs to gain customer base

Ankita Jain | Design & Marketing Associate *INDIA | FEB 2022- JAN 2023*

- Conceived a **print design** collection with founder and oversaw the prototype to production process
- Developing plans for visual merchandising and exhibits
- Collaborated with the creative director** to develop content plans and editorial outlines improving brand awareness by 45% in 12 weeks.
- Produced 10+ mood boards, colour boards, and trend boards for creative projects, ensuring business continuity
- Planned **15+ marketing content** and social media campaigns increasing followers on instagram by 15%.

Paiwand | Design & Marketing Intern *INDIA | OCT 2020- JAN 2021*

- Guided with the owner to maintain the design team and offered creative services for business continuity.
- Analysed and proposed new and innovative ideas to develop textiles and marketing strategies.
- Served as the photographer for the latest editorial lines and marketing shoot.
- Manage operations of the design department and sampling processes
- Ensured 100% consistency in designing by timely researched market trends and colour forecasts

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EDUCATION

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

BACHELORS OF DESIGN

*Major: Textile Design
Minor: Fashion Retailing*

2021 | INDIA

UNIVERSITY OF SYDNEY

CERTIFICATE

Design Led Strategy: Design thinking for business strategy and entrepreneurship

2023 | AUSTRALIA

SKILLS

Microsoft Office Suite

Adobe Creative Cloud

Canva

CAD

Nedgraphics

Wordpress

UX Design

Brand Marketing

Customer service

Retail Assistance

Visual Merchandising

Journey Mapping

Prototyping

Typography

Email Marketing

Design Systems

Storytelling

Team Player

Result Driven

Data entry and maintenance

Time and schedule Management

Research and Analytics

Critical thinking and problem solving

Technology and digital literacy