

Professional Summary

Multidisciplinary creative professional with expertise in textile and fashion design, styling, and digital content strategy. Experienced in developing original print and surface designs, curating fashion-forward looks, and executing social media campaigns that drive engagement and brand visibility. Skilled in trend forecasting, market analysis, and brand storytelling across visual and digital platforms. Proficient in Adobe Creative Suite, Procreate, and social media management tools. Adept at aligning creative direction with brand identity to deliver impactful and cohesive visual narratives.

Professional Experience

PilliKothi

Social Media Strategist February 2025 - Present (Remote)

- Develop and execute data-driven digital content strategies, design platform-optimized visual assets, conceptualize and direct content shoots, and create brand-aligned social media campaigns leveraging SEO, performance metrics, and audience segmentation to drive engagement, reach, and conversion growth.

Uttar Pradesh Institute of Design and Research, Lucknow, Uttar Pradesh

Design Consultant July 2024 - January 2025 (On-site)

- Delivered design consultation and developed innovative visual concepts, integrating digital storytelling and content marketing strategies to enhance branding and product presentation, elevate institutional identity, and support artisan clusters through targeted audience engagement and online brand positioning.

Shikha's Fab, Hyderabad, Telangana

Textile Design and Fashion Design January 2024 - May 2024 (On-site)

- Conceptualized and delivered a comprehensive fashion collection by integrating user feedback and market research insights. Designed visuals using Adobe Creative Suite and managed social media platforms to boost brand visibility and audience engagement.

Cover Story, Okhla Phase 1, New Delhi

Textile Design and Fashion Styling Intern June 2023 - July 2023 (On-site)

- Facilitated the development of trend forecasting presentations using Adobe Illustrator and mood boards to effectively communicate seasonal design themes, while also contributing to fashion styling behind the shoots, enhancing overall visual storytelling, design team decision-making, and creative direction.

GoCoop, Hyderabad, Telangana

Assistant Stylist March 2023 - April 2023 (On-site)

Executed fashion styling for editorial shoots, coordinating with a team to curate ensembles that enhanced visual appeal across projects, boosting client portfolio visibility by 30%.

MSR Textile, Hyderabad, Telangana

Design Intern August 2022 - November 2022 (On-site)

Created compelling visual assets for marketing campaigns utilizing Adobe Illustrator, fostering a 25% increase in customer engagement through innovative design strategies.

Areas of Expertise

Weave Design and Development | Print Design and Development | Fabric Manipulation | Surface Ornamentation | Trend Forecasting | Color Theory and Storytelling | Hand Rendering | Digital Illustration | Embroidery Techniques

Technical Skills

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Creative Suite | Figma | Pointcarre | Procreate | Canva | Microsoft Excel

Creative Skills & Interests

Fashion Styling | Digital Content Creation | Social Media Design | Digital Illustration | UI/UX-Inspired Visuals

Interpersonal Skills

Strategic Planning | Attention to Detail | Communication | Team Leadership

Education

**Fundamentals of Digital Marketing** – Google Digital Garage June 2025  
**National Institute of Fashion Technology**, Hyderabad, India Batch 2020-2024  
Bachelor of Design in Textile Design (CGPA: 8.8) Minor in Fashion Design  
**Jawahar Navodaya Vidyalaya**, Gonda, Uttar Pradesh Batch 2020  
12th Grade, (CBSE Board, Physics, Chemistry, Math)

Project

Rugs & Carpet Design Project (Welspun x NIFT)	2023
Print Design Project (NSL x NIFT)	2023
Weaving Installation Project (NIFT x Ministry of Textiles, Government of India)	2023
Surface Design Project (Anjali & Jhansi x NIFT)	2023
Ekaika Warangal Durries (NIFT x Ministry of Textiles, Government of India)	2022
Print Design Project (NIFT X Liva)	2022

Achievement

Published Article: "Revisiting Toda Embroidery: Strategies and Innovation" in the Institution of Engineers (India), Telangana State Centre – Textile Engineering Division Board, highlighting contemporary approaches to traditional craft and innovation in textile practices.

Designed event posters, developed promotional content, and managed official social media pages for Navjalsa 2022, enhancing engagement through cohesive visual branding and content strategy.

Volunteered at NIFT's Handloom and Handicraft Bazaar and Spectrum (college fest), implementing visual merchandising strategies to enhance product displays and highlight key features of traditional crafts.

Rashtrapati Award Qualified in Bharat Scout and Guide Association of India

Stand By National player (T.T) & Regional Player (T.T & Badminton)