

# ANKITA APALE

## Apparel Product & Graphic Designer



### ABOUT ME

I am a creative & versatile apparel designer with 8+ years of global experience spanning multiple categories across knits and wovens including tops, shirts, bottoms, dresses, sweaters, sweatshirts, jackets and coats. I have extensive experience with graphic and print development with about 500+ designs over the years across women's, men's & kids wear. I have conceptualized, categorized, designed and implemented full season collections from start to end keeping in mind brand identity and ethos which involved designing, branding, patterns and fits, tech packs and vendor interaction from sampling to manufacturing. I am looking for opportunities to work with dynamic teams with creatively challenging work in a professional and friendly environment.

### SOFTWARE SKILLS

MAC & PC	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●
PHOTOSHOP	● ● ● ● ●
MS OFFICE SUITE	● ● ● ● ●
INDESIGN	● ● ● ● ●

### CREATIVE SKILLS

- Trend Research & Market Analysis
- Mood, Look & Color Boards
- Graphic & Textile Print Development
- Full Season Collection Design
- Apparel Branding Creation
- Design Modification based on Sales feedback
- Fashion Styling for TV shows/Ads

### TECHNICAL SKILLS

- Tech Packs & Style Sheet
- Developing & Sourcing Fabrics & Trims
- Vendor Interaction : Approval & Guidance for Sampling, Patterns & Fits, Lab Dips, Strike offs
- Approval & Quality check for bulk production
- Price Negotiations
- Business Development & Client Interaction

### WORK EXPERIENCE

#### CANADA WORK STATUS :

Permanent Residency

#### LOCATION PREFERENCE :

Open to relocate anywhere in Canada

#### FREELANCE

Mar 19 - Present

#### Apparel Product & Graphic Designer

- **Graphic Development** : Created graphics & textile prints according to brand requirements
- **Tech Packs** : Developed detailed tech packs & style sheets for sampling and bulk production
- **PP & TOP Samples** : Checked samples at every stage for color, pattern, fit, print, fabric & trim
- **Purchase Orders** : Created PO' and coordinating with vendors in China, Bangladesh & India

### CONTACT

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#### MIRAGE TRENDZ LLP

Dec 13 - Feb 19

#### Apparel Product & Graphic Designer

Mirage Trendz is a multi-product fashion **design and manufacturing** company **co-founded** by me. Some notable projects are :

##### Brand : RECAP JEANS

Recap Jeans is a primarily denim wear brand . They wanted to introduce a new range of knit tops, tees & dresses and hired us to create and deliver the full range. We **manufactured** and **delivered** a total of **30,000 pieces over 2 seasons across 60 designs in 6 sizes**

- **Designing** : Conceptualized & designed full ranges from scratch & created sample garments
- **Fabric & Trim Development** : Designed, developed and tested multiple fabrics and trims and got them manufactured from multiple vendors according to the brand requirements.
- **Digital Printing** : Tested and sampled multiple vendors, conducted price negotiations and awarded the final contract to the best vendor based on quality and price
- **Manufacturing** : Evaluated multiple vendors based on unit size, quality of equipment, skill level of labor and pricing and awarded the manufacturing sub contract
- **Quality Control & Timeline Management** : Continuously coordinated with all sub contracted vendors to adhere to delivery timelines. Conducted spot and random checks to ensure full quality control at each step of the process
- **Client Interaction** : Continuously interacted with client from designing to delivery

##### Brand : JOSEPH CHANAN

##### (Made-to-measure Men's Wear)

Joseph Chanan was a **Vancouver based** custom fit men's clothing company. We manufactured and shipped made to measure shirts based on client's measurements provided.

- **Fabric Library Development** : Developed and Sourced shirting fabrics for the complete range
- **Customization** : Offered various customization options for shirt fabric & trim details
- **Pattern making Software** : Used the software WINDA to develop customised patterns

### LANGUAGE

English - Fluent

Hindi - Native

### EDUCATION

#### NIFT (2006-2010)

National Institute of Fashion Technology Mumbai, India

#### BACHELOR IN DESIGN - KNITWEAR DESIGN

## PERSONAL SKILLS

### ORGANIZED



### ATTENTION TO DETAIL



### FAST LEARNER



### PROBLEM SOLVER



### TEAM PLAYER



### ENTHUSIASTIC



### HARD WORKER



### TIME MANAGEMENT



### OPTIMIST



## PASSIONS



TRAVELLING



YOGA & MEDITATION



SWIMMING



FOODIE



HORROR MOVIES



BIKING

### Brand : STYLE SHASTRA

Style shastra was a **customized made to measure private label** started by me focused on the Indian market

- **Personal Design Service** : Designed and manufactured made to measure pieces as per client requirements spanning both Indian and Western wear
- **Wardrobe Revamp Service** : Designed (personalized design according to body type, shape, skin tone, features etc) and manufactured a **full wardrobe** for clients with **30+ garments per client** spanning Indian Ethnic Wear, Casual Wear, Office Wear, Party Wear

### Brand : 9 MILLION DOLLARS

9 Million Dollars was our own private label collection marketed through multi brand retail stores and online partners like **Amazon, Flipkart and Jabong** across India

**Women's Wear** : Developed a range of women's woven shirts, blouses and digital printed knit tops

**Men's Wear** : Developed a range of men's casual T-shirts on softened bio-wash cotton with different screen printing techniques like flock, embossed, foil printing etc

### FASHION STYLING

**Jan 17 - Mar 18**

Styled multiple actors based on script requirements for various ad films, promos, tv shows for several production houses/channels like **MTV, Colors, Adore Cosmetics, Pensol Oil, Enerzal, etc**

### PANTALOONS RETAIL INDIA LIMITED

**Sep 11 - Nov 13**

#### Corporate Grade : Assistant Manager (Design Dept.)

Pantaloon is a multi-brand retail chain based in India with multiple in-house private label brands.

#### Brand : RIG (Women's Wear)

##### Designer - Apparel & Graphic

Had **sole responsibility** for designing and implementing all aspects of the brand from end to end.

##### Design :

- Analyzed and researched market and fashion trends using WGSN, forecasting sites & blogs
- Developed Mood Boards, Look Boards & Color Palettes
- **Designed complete collection** from illustrations to sampling in multiple categories including Knits & Woven fabrications (Tops, Tees, Tunics, Cargo pants, Trousers, Shorts, Dresses, Sweaters, Shrug, Sweatshirts, Coats & Jackets)
- Created Graphics, Placement Prints, All Over Prints & Textile Prints
- Created Tech Packs & Style Sheets
- Ensured consistent branding across collections with specifically designed Labels, Tags, Tapes, Zippers, Back Patches, Zipper Pullers, Side Tabs, Metal Tabs, Buttons to reflect the brand identity as well as that particular season's mood

##### Vendor Interaction :

- Coordinated with vendors for **fabrics, trims & sample development**, guidance with patterns & fits, **color development**, print strike-offs, **embroidery** etc
- Travelled extensively every season to multiple locations across India for sampling
- Sampled, coordinated and followed up regularly with **35+ vendors** every season

##### Merchandising & Sales Department Interaction :

- Coordinated with merchandisers for final **approval** of designs, patterns, fits, fabrics, trims, colors & prints for **bulk production**
- Planned & modified collections based on feedback from sales & retail stores on number of garments sold in each category, design, color etc as well as general customer feedback

#### Brand : HONEY (Women's Wear) & CHALK (Kid's Wear)

##### Supporting Designer

HONEY & CHALK were a couple of other brands in our design team's portfolio. I was the supporting designer for these brands and created message tees, graphics and prints. I also helped with sampling and created tech packs and style sheets.

### ALOK INDUSTRIES LIMITED

**Jun 10 - Sep 11**

#### Corporate Grade : Designer

##### Brand : H&A (Women's Wear)

I have designed collections for 2 seasons and sampled from multiple vendors under the guidance of the head designer.