




# PRODUCT DESIGNER

Saumya Nigam

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## PROFESSIONAL PROFILE

- Senior Product Design Specialist with 6+ years of experience in the textile and digital industry, currently working with retail home furnishing brand (www.housethisindia.com) having specialization in both soft (prints&wovens) and hard goods(wood &marble) and their complete design process, from conceptualization to delivery.
- Expert at interdepartmental coordination and communication. Skilled with Adobe Creative Suite (Illustrator & Photoshop) Microsoft Office. have stretched the boundaries of design and brand building to help the brand stand out.

## KEY SKILLS

- Adobe creative suits
- problem solver
- Illustrations
- Hand painting
- Product planning
- Product Packaging
- Social Media design

## EDUCATION

Graduation degree in  
Textile Design  
NIFT, Bhopal 2009-2013

Higher Secondary  
S.J.S Public school,  
Raebareli, UP  
with PCM. 2006-2008

Matriculation  
S.J.S Public school,  
Raebareli, UP

## PROFESSIONAL EXPERIENCE (House this 2013- present)

### DESIGN

- Lead in the design, development and implementation of the product, layout, and production communication materials while helping brand cut its cost keeping budget in mind.
- Successfully led the designs of 20-25 new items for a season creating several mark on the online market in short span of time.
- Responsible for designs, CAD, colors, trends and coordinating, conceptualizing and managing collections for export market and international buyers like simons & sostrene grenes.
- Have worked for the retail buyers like shopper stop, Westside, urban ladder, furlenco, Marks, home stop & @home.

### BRAND BUILDING

- Played major role in Brand strategy, including the setting of style guides, brand guidelines, brand vision.
- Assisting with product development, pricing, product shoot and new product launches as well as developing new business opportunities.
- Helped Managing the budget for advertising and promotional items.
- Created window and in-store displays of products for Housethis store.
- Worked closely with marketing team to design and style best content for brand's social media.
- Planned and implemented atleast 2 events (per month) according to marketing requirements from designing to vendor management to delivery.

### Freelance Illustration Project

- Designed character illustrations for an Indian Youtuber.
- Designed seamless prints for an Apparel Brand.
- Created my own Creative instagram page and my artworks got featured by some Famous creative pages.