



Vamsi Krishna

TEXTILE & GRAPHIC DESIGNER

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Results-focused design professional with over 10.5 years of progressive work experience in apparel & home segments. Well accomplished in Design & Development, Print & Pattern creation, Range development, Branding, Communication & Packaging design. Bachelor's Degree in Fashion & Textile Design from NIFT- Hyderabad.

PERSONAL

Name Jonnadula Vamsi Krishna
Date of Birth August 15th 1991
Relationship Married
Nationality Indian
Languages English, Hindi, Telugu

CONTACT

Address Flat No.D-302, Suavity Otium, Akshayanagar, Yelanahalli Main Road, Bengaluru-560068

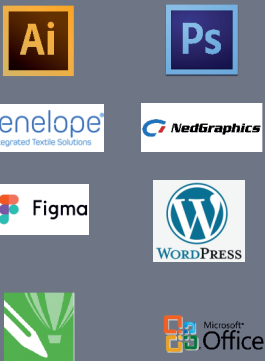
WORK

Experience 10 Years & 6 Months
Currently Manager- Design Linen Club-Aditya Birla Group

EDUCATION

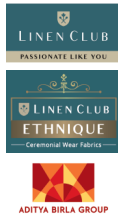
Graduation Fashion & Textile Design from NIFT-Hyderabad 2008-2012 with CGPA 7.1
HSC MPC from Sri Chaitanya Junior College 2006-2008 with 92.1%
SSC Mourya Vidyalayam 2006 with 88%

SOFTWARE



Manager- Lead Designer

2018 To Present



Linen Club- Aditya Birla Group- Bengaluru

Design Collections | Product Development | Vendor Management

- Spearheading design collections for the brands Linen Club, Linen Club-Ethique & Cavallo fabric, Apparels (Men & Women), RMG and E-com businesses.
Handling & reviewing 12 seasonal print/embroidery/jacquard collections(1200 designs per collection) for the above businesses independently per annum.
Identifying the product market & price gaps and robust working on new product developments to fill in the collections.
Extensive research by travelling Pan India and meeting stakeholders to understand the market tastes. Improve design deliverables and capabilities to achieve high volume orders and design hit rate.
Strong vendor management and follow up with PD and SCM for timely closures of design collections.
Developing seasonal catalogues and campaign shoots for Linen Club and Cavallo. (4 catalogues per annum).
VM and display concept to execution for seasonal bookings.
Front-end sales support for design presentations and collection showcase to distributors and EBO partners.

Manager- Design

2016 TO 2018



Indo Count Industries- Mumbai

Design Collection | Product Development | Communication | Branding | Packaging

- Played integral part in designing and launched the brand-Boutique Living inaugural seasonal collection for Bedlinen.
Independently developed and standardised branding for offline Stores.
Developed packaging design and visual communication across all categories.
Handled and developed strong vendor base for product packaging from development to production.
Handled brand social media content and design support for E-com business.

Manager- Design

2015 TO 2016



NSL Textiles- Hyderabad

Design Collection | Graphics | Customer Presentations

- Research & developed key seasonal directions to create exclusive seasonal print collection for Men.
Introduced exclusive collection for Women's wear and Kids wear.
Worked closely with sales team and clients to provide design collection as per the given brief.
Worked closely with reputed clients like Madhura, Arvind, VF Brands, Mufti, Levis, Jockey etc.
Responsible for seasonal design presentations to clients.
Co-ordinated with product development team at factory for desk-looms & strike-offs to make collection ready on time.

Creative Designer

2012 TO 2015



Creative Portico Pvt. Ltd- Mumbai

Design Collection | Product Development | Communication | Packaging

- Analysed & explored upcoming trends, forecasts thereby came up with themes and design collection for brands- Portico, Stellar & Westa Brands.
Robustly worked on VM for EBOs & MBOs from conceptualization to implementation at stores.
Transformed the brand communication & packaging for the brand Portico.

KEY SKILLS

SEASONAL CONCEPTUALIZATION TEXTILE Y/D & PRINT DEVELOPMENT PRODUCT COMMUNICATION, PACKAGING & BRANDING

GRAPHIC DESIGN

PROCESS IMPROVEMENTS

EMPATHY & TEAM MANAGEMENT

PEOPLE & VENDOR MANAGEMENT