



Pramathi Pramarthi

Fashion Designer

London, UK

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Links

[LinkedIn](#) [Instagram](#)

Languages

English (Fluent)

Hindi (Native)

About

As a designer in the fashion industry of our modern world, I've developed skills in digital illustrations and capture the essence and story of the design collections through creative direction of representation. I'm highly motivated to provide the clients with best quality and efficient time regularity.

I've successfully completed working on seasonal collection 'Eternal Dawn', from "Artisanal Couture", womenswear collection by label of Indian Fashion Designer, Tarun Tahiliani.

Have been graduated from design school, I've successfully designed and produced personal projects. One being the graduation project and second for 'Mahatma Gandhi Non-Violence & Peach Celebration', London, UK.

BRANDS WORKED WITH

Cochère Magazine

Foundation For Development of Rural Value Chains

Opera Global Pvt. Ltd.

Tahiliani Designs Pvt. Ltd.

Experience

Digital Marketing Intern

Cochère Magazine | May 2022 - Aug 2022

- Enhanced digital marketing strategies by providing innovative content ideas.
- Curated appropriate social media content adhering to brand guidelines, style and tone.
- Liaised with designers and creative agencies to produce videos and infographics.

Fashion Design Intern

Tahiliani Designs Pvt. Ltd. | Apr 2021 - Jul 2021

- Sketched and vectorized artistic and fresh designs and range boards for Artisanal Couture collections, using Photoshop and Illustrator expertise.
- Updating existing designs in line with cyclical and seasonal trends to ensure maximum profitability.
- Oversaw development of pre-production samples, ensuring strict time-frame and budget constraints were consistently adhered to.
- Worked with technical design and product management to provide accurate and complete design packages.
- Ensuring smooth delivery of designs and samples.

Customer Marketing Intern

Foundation For Development of Rural Value Chains | Feb 2021 - Mar 2021

- Conducted market research to assess potential demand.
- Monitored consumer trends and accurately interpreted meaning to predict future changes.
- Compiled and reviewed consumer data on patterns and preferences for marketing information.

Fashion Design Intern

Opera Global Pvt. Ltd. | Jun 2019 - Jul 2019

- Updated existing designs, and vectorized designs using Photoshop expertise.
- Researched and identified global micro and macro trends in fabrics, colours and garment functionality to inform product designs, and made sample swatches.

Education & Training

2022 - 2023

● **Loughborough University London**

Masters in Design Innovation Management , Master of Science

2017 - 2021

● **Asian Academy Of Film & Television**

Graduate in Bachelor of Fashion Design , Bachelor of Design: Fashion Design