



Shreya Goel

Marketing, Retail & Design

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Languages

Hindi (Native)

English (Fluent)

About

With extensive experience in fashion design and luxury brand management, I excel in creative conceptualisation and project execution across prestigious brands. Fluent in basic English and Hindi, I bring a dynamic approach to retail environments, adept in styling, client advising, and product setup within various retail categories and work environments.

BRANDS WORKED WITH

Payal Singhal

Tarun Tahiliani

Stylumia

Gopi Vaid

House Of Masaba

Experience



● Senior Designer/ PR / Marketing

Payal Singhal | Aug 2021 - Dec 2022

- Conceptualising and execution of collections.
- Provided vision and creative direction, consistently meeting or exceeding aesthetic and brand standards.
- Collaborated closely with cross-functional teams, including marketing, production, and sales, to ensure seamless integration of design concepts and timely project delivery.
- Effectively managed multiple design projects simultaneously, optimising workflow processes and adhering to project timelines and budgets.
- Established and maintained relationships with key influencers and industry partners, resulting in successful collaborations that increased brand reach and credibility.
- Mentored junior designers, fostering a collaborative and innovative work environment.



● Design Intern

Tarun Tahiliani | Jun 2021 - Aug 2021

- Provided essential support to the design team in conceptualising and developing new collections.
- Gained proficiency in design tools such as Adobe Photoshop and Illustrator, contributing to the efficient execution of design tasks.
- Assisted in the production of design assets, including layout design, mood boards etc, ensuring adherence to brand guidelines.
- Assisted in various stages of project development, from initial concept to final execution, gaining hands-on experience in project lifecycle management.



● Trend Analyst Intern

Stylumia | May 2020 - Jul 2020

- Collected and analysed data from various sources, including social media, fashion publications, and industry reports, to identify patterns and forecast trends.
- Prepared detailed trend reports summarising key findings, providing valuable insights to the design and marketing teams to inform product development and brand positioning.
- Studied and analysed consumer behaviour, preferences, and lifestyle choices to enhance the understanding of target demographics.

● Design Intern

Gopi Vaid | Jun 2019 - Aug 2019

- Actively participated in team brainstorming sessions, contributing creative ideas and solutions to enhance project outcomes.
- Implemented effective file management and organisation systems, enhancing team productivity and the accessibility of design resources.
- Demonstrated flexibility in adapting to evolving project requirements and timelines, showcasing the ability to thrive in a dynamic work environment.

- Developed strong communication skills, effectively articulating design ideas and collaborating with team members.



- **Design Intern**

House Of Masaba | Jun 2018 - Aug 2018

- Created prototypes and mockups to visualise design concepts, facilitating effective communication with team members and stakeholders.
- Contributed to both print and digital design projects, gaining versatility in adapting design concepts for different mediums.
- Applied a keen eye for typography and layout design, enhancing the overall aesthetics and readability of various design deliverables.
- Documented design processes and decisions, creating a reference for future projects and contributing to knowledge sharing within the team.

Education & Training

2023 - 2024

- **Istituto Marangoni**

MA Fashion & Luxury Brand Management,

2017 - 2021

- **Indian School of Design & Innovation**

Diploma in Fashion Design,