



Sameera Maheen

Fashion Designer, Costume Designer & Entrepreneur

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Languages

English

About

With extensive experience in fashion design and customer engagement, I excel at managing products from concept to sale. Proficient in styling, inventory control, and online order fulfilment, ensuring optimal customer satisfaction on the retail floor.

BRANDS WORKED WITH

ARTS UNIVERSITY

JD Institute of Fashion Technology

Sumsam Beauty

Experience

● Costume Designer

ARTS UNIVERSITY | Mar 2024 - Now

Academic Institution Costume Designer

- Designing costumes for the main characters of the novel "The Night Circus" by Erin Morgenstern.



● Fashion Designer

JD Institute of Fashion Technology | Nov 2022 - Jun 2023

Academic Institution Fashion Designer

- Designed a Partywear collection with Resin art embellishments and elaborate silhouettes inspired by Zuhair Murad displayed at JD Design Awards.

● Entrepreneur

Sumsam Beauty | Jul 2020 - Now

Cosmetic Brand Entrepreneur

- Founded a Cosmetic Brand named SUMSAM BEAUTY based on Organic, Vegan and Cruelty-free products selling online on various platforms.
- Formulated, produced and packaged customer-oriented products to cater to target audience requirements.
- Designed a modern, classy and luxurious logo and packaging.
- Curated detailed research on Formulation, Ingredients used, organic alternatives and target customer requirements.
- Created and Balanced Budgets, established a billing strategy and implemented an accounting system, increasing efficiency by 82%.
- Enhanced new product awareness by posting engaging images to company websites and social media accounts, increasing the reach by 75%.
- Designed and launched website with online ordering system, increasing engagement by 85% and sales by 70%.
- Answered questions, directed customers to the desired products and efficiently communicated for any queries through purchasing process.
- Resolved 98% customer queries without manager.
- Selling in India and UAE on platforms including Amazon India & UAE, Flipkart India and Noon UAE.

Education & Training

2024 - 2024

● Arts University Bournemouth

MA Historical Costume,

2020 - 2023

● JD Institute of Fashion Technology

BSc Fashion and Apparel Design,

2023

● JD Institute of Fashion Technology

BSc Fashion and Apparel Design,;