



# Prarthana Agrawal

Fashion And Textile Designer

📍 Preston, UK

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## Languages

English (Fluent)

Hindi (Fluent)

## About

Main profession- Fashion and textile designer, also proficient in multiple job roles, from sales and marketing to design and production. An experienced business and fashion graduate with many years employment within a textile and garment manufacturing company. Always motivated to learn, and excelling in problem solving and innovation.

### BRANDS WORKED WITH

Jacquard Weaving Co.

Trutex Ltd.

## Experience

### ● Fashion Designer

| Jul 2018 - Now

Upwork and Fiverr Currently working with clients from all over the world on various projects related to fashion and home and furnishing. My key responsibilities:

- I design for both client based briefs and by setting my own brief approved by the client.
- Design style is contemporary, digital and vector based.
- Work with both seamless/repeat patterns and placement for various products, like yoga leggings, towels, health and beauty products.
- Garment design and initial tech pack and CAD developments. Upwork profile link: <https://www.upwork.com/freelancers/~013a68c18bf7a2362a> Fiverr profile link: [https://www.fiverr.com/maprarthana?up\\_rollout=true](https://www.fiverr.com/maprarthana?up_rollout=true)

### ● Fashion and textile Designer

Trutex Ltd. | Jul 2017 - Jun 2018

To provide attractive, appealing product designs appropriate for school children, at an appropriate price, and taking into account company source routes, product minimum order quantities, and customer delivery dates. My key responsibilities:

- Creating initial development product specifications, including sketches, design details, construction details, initial size chart.
- Working with sales and commercial teams to create new styles and products as appropriate, and to interpret customer's design requirements, developing them into design concepts.
- Working with Fabric Technician, understanding current fabric database, fabric source routes, MOQ's and prices, to ensure appropriate fabrics are chosen to fulfil the brief.
- Understand timelines and organise workloads and work to deadlines to deliver design boards, samples & prices, to enable orders to be placed on time for customer delivery.
- To assess colour of fabric and lab dips visually, and colour match.
- To use Illustrator/Photoshop for design work, Outlook, Vision for specifications & task manager.
- Communicate with employees offshore, and with offshore suppliers for whom English is not a first language.

### ● Designer, Product developer and Sales Executive

Jacquard Weaving Co. | Jan 2006 - Jan 2015

Implementing new marketing techniques, resulting in a 20% increase in our sales.

- Managing and optimising customer database using MS Office.
- Maintaining social media accounts (Facebook, Pinterest and Twitter).
- Creating intricate digital embroidery artwork, logo and badges for sportswear and various companies in Embroidery i2 using Adobe Illustrator and Coral Draw.
- Experienced in Ethos Laser Cutting program. Designing badge shapes, neck ties and garments for laser cutting.
- Sewing and sampling garments like waist coats and neck ties using various machines.

•Proficient in Adobe Photoshop for creating mood boards, digital prints and Adobe colour CC for colour palettes.

## ● Backstage

| Jan 2004 - Jan 2016

Theme garments for WW1 centenary featured at Blackburn Museum UK and documented in Lancashire Telegraph. (Displayed 2014 - 2015)

•Research project with freelance fashion designers at Herdy Groups on tech-pack details for kid's Poncho (May-June 2015)

•Freelance accessories & jewellery design at Prem's Imitation Jewellery, Pune. Also responsible for selecting ready-made samples sensing the market trends. (2004 - Present )

•Exhibited my fabric prints on the opening night of Blackburn is Open organised by Wayne Hemingway along with local media.

•Backstage assistant with fashion designers Rocky S and Malini Ramani at Indian fashion Show.

•Started Women's wear bespoke tailoring business in Pune, India (Feb '05 - Nov '06)

•Designing promo bags, business cards, leaflets, magazine sections at Zorba Arts (Oct '02 - Sep '04).

## Education & Training

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2011 - 2015 ● **Blackburn University**

Foundation Degree,

2004 - 2005 ● **National institute of fashion design -iNIFD**

Diploma in Fashion Design,

1997 - 2000 ● **University of Pune**

Bachelor Degree in Commerce,