



Shwetha Jm

Post Graduate Diploma in Fashion Design at Pearl Academy, Bengaluru

Chennai, Tamil Nadu, India

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Links

- [Website](#)
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Languages

English (Fluent)

Tamil (Fluent)

Telugu (Native)

Hindi (Basic)

About

I have passion for Metaverse Fashion. My aim is to become an expert in Fashion Design. I have currently graduated undergraduate studies in fine arts in Stella Maris College, Chennai. I have worked as a Student Ambassador in Internshala and Viral Fission. I have strong experience and well versed skills in CLO 3D, fashion illustration, textile surface design, digital photography, fashion moodboards, market research, fabric sourcing, Adobe Photoshop, Adobe Illustrator, fashion flats, print development and social media marketing. I have done many fashion internships in Label Shivali, Genus Apparels, Craftin Images, Fashion e-Global Center and textile design internship in Lifestyle International Pvt Ltd. Currently looking for graduation project in upcoming final semester in Bangalore preferably in fashion design roles for 4 months.

BRANDS WORKED WITH

- Craftin Images
- Fashion e-Global Center
- Genus Apparels Ltd
- Internshala
- Lifestyle International Pvt Ltd
- Myntra
- Viral Fission
- Whatsoever

Experience

● Textile Design Intern

Lifestyle International Pvt Ltd | Jul 2022 - Aug 2022

Creating Textile Prints based on the upcoming Spring Summer 2023 Collections.

Development of motifs explorations based on the theme for SS 23 Collections.

● Fashion Designer Entrepreneur Intern

Fashion e-Global Center | May 2021 - Sep 2021

1. Research and work on your label during the internship
2. Devise the pricing, marketing, and promotional strategies
3. Launch your professional collection to create your professional identity
4. Formulate a business and sales plan

● Youth Ambassador

Viral Fission | Dec 2020 - Nov 2021

Creating Market Research through various tasks in Social Media like Instagram, Snapchat, Twitter, Facebook, etc.

Creating PPTs, Market Survey, Promotions of Various Brands like Jio Saavn, Spotify, Pepsi, UNO, Unacademy, etc.

Organizing various events like VJ night, Movie night, South Zone meetings.

● Fashion Intern

Craftin Images | Sep 2020 - Nov 2020

1. Providing assistance in organizing a virtual fashion show
2. Sending an invitation to the fashion designers
3. Getting fashion designers on board



● Junior Fashion Design Intern

Whatsoever | Jul 2020 - Sep 2020

Create research boards for the latest trends.

Create fashion illustration and sketches according to the latest trends. Create a Pinterest board based on toddlers, kids, women's and men's wear. Brainstorming new ideas for the market trends. Providing online consultations for the clients.

● Design Virtual Intern

Genus Apparels Ltd | Jun 2020 - Jul 2020

Creating masks based on the theme given and PPE kits for the Pandemic. Recreating PowerPoint presentation for the product launch GoSafe Masks and PPE Kits.



- **Student Ambassador**

Internshala | Jun 2019 - Aug 2019

1. Creating awareness about Internshala internships and getting new students to register for Internshala 2. Motivating students to go for online Internshala Trainings and help them to upskill themselves 3. Organizing at least 1 seminar/talk to help students to find their dream internship 4. Participating in social media branding campaigns and learn how to communicate for a brand online.



- **AI Stylist Intern**

Myntra | Jun 2023 - Aug 2023

Validation of overall outfit looks based on the images given in the AI Tool - Taskmonk by rating & giving feedbacks.

Curation of overall outfit looks on the basis of 5 good and bad looks based on the selective image given in the AI Tool - Taskmonk.

Theme recommendation and suggestion of trendy display names based on the each theme on the basis of Article type, Attribute name & value, Business unit and Gender in the AI Tool - Taskmonk & Microsoft Excel.

Education & Training

2021 - 2023

- **Pearl Academy**

Postgraduate Diploma, Fashion Design

2017 - 2021

- **Stella Maris College**

Bachelor of Fine Arts - BFA,

2008 - 2017

- **PSBB School, K. K. Nagar**

Commerce,

2003 - 2008

- **SBOA Matriculation Higher Secondary School, Anna Nagar**

4th grade,