







# SANTHOSH M

## FASHION & GRAPHIC DESIGNER

Enthusiastic, creative graphic designer with solid problem solving skills. Seeking to lower your workload through proven strengths in creativity, collaboration, and taking criticism. Also excels at several tech tools, including Illustrator, Photoshop

### CONTACT

-  SANTHOSH M
-  +91 99947 97167
-  santhoshmasilamani@hotmail.com
-  849, UTHUKULI MAIN ROAD,  
KUNNATHUR TIRUPUR - 638 103

### SKILLS

#### PHOTOSHOP



#### ILLUSTRATOR



#### INDESIGN



#### ADOBE FLASH



### LANGUAGE



English



Tamil



Hindi

### PASSIONS



### ABOUT ME



Highly creative and multi talented Fashion Designer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "win-win" partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements

### EDUCATION



#### 2007-2010

Konghu Velalar Polytechnic college - perundurai  
Diploma In Fashion Designing

#### 2010-2011

Alpha6 Institute of Multitude - Coimbatore  
PG in Multimedia Designing

### CREATIVE EXPERIENCE



- Print
- Ultimate Fashion Trends
- Logos & Business Cards
- Posters & Post Cards
- PHOTOGRAPHY
- Retouching
- Social Media



## 2011-2013

Prasad Flim Lab (Chennai) - Graphic Designer cum Colorist

### Responsibilities

- Create a wide range of high quality particle effects using proprietary particle tools and various 3rd party software.
- Collaborate effectively with other team disciplines (design, environment art, animation).
- Demonstrate creativity and technical ability within the constraints of console development.
- Develop assets optimized for current and next-generation systems.
- Troubleshoot and problem solve visual effects related issues.

## 2013-2016

MD Clothing Pvt Ltd (Austro - a Premium Meanswear) - Fashion and Graphic Designer

### Responsibilities

- Study design briefs and determine requirements
- Schedule projects and define budget constraints
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Develop illustrations, logos and other designs using software or by hand
- Use the appropriate colors and layouts for each graphic
- Work with copywriters and creative director to produce final design
- Test graphics across various media
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand

## 2016-2018

Quantum Knits Pvt Ltd (A Unit Of KPR Mills Limited) - Fashion Designer

### Responsibilities

- Meet with clients or the art director to determine the scope of a project
- Advise clients on strategies to reach a particular audience
- Determine the message the design should portray
- Create images that identify a product or convey a message
- Develop graphics for product illustrations, logos
- Select colors, images, text style, and layout
- Present the design to clients or the art director
- Incorporate changes recommended by the clients into the final design
- Review designs for errors before printing or publishing them



2018-2019

FASO (A Premium Menswear - KPR Group Of Companies) - Core Senior Design and Product Developer Responsibilities

- Producing sketches, designs and samples for presentation to customers.
- Experimenting with color, yarn, fabric and texture.
- Maintaining up-to-date knowledge of new design and production techniques and textile technology.
- Developing new design concepts.
- Research on current trends and forecasts and making custom PPTs.
- Understanding customers needs and creating custom mood boards.
- Selecting and designing fabrics/ wall papers/ rugs along with the team.
- Help in bring new ideas for design and content creation using design expertise and eye for great design.
- Work closely with Head of Design to create short-term & long-term design strategies.
- Keeping up to date with emerging fashion trends as well as general trends relating to fabrics, colors and shapes.
- Understanding design from a technical perspective, i.e. producing patterns and technical specifications for designs.
- Sourcing, selecting and buying fabrics, trims, fastenings and embellishments.
- Developing a pattern that is cut and sewn into sample garments and supervising the creation of these, including fitting, detailing and adaptations.
- Participate in fabric selection in collaboration with Product Merchandising.
- Create all tools and details necessary for Product Development to build garment design tech packs.
- Assist product teams in creating impactful presentations for seasonal sales.
- Manage Design team in order to capture broad vision and seasonal strategy in product design.
- Collaborate with Merchandising, Production & Technical Design to achieve product execution and maintain design integrity.
- Create graphic designs themes, posters and catalogues
- Create new packaging designs to attract shoppers and increase sales.
- Choose models and locations for the Photoshoot, plan outfits for models
- Shoot frames under the pre-planned theme and concept.
- Design and develop seasonal launches, and all carry over styles and colors by delivery.



## 2019(June)-Till Now

JOYWINNERS (A Premium Kidswear - BEST Corporation Pvt Ltd) - Senior Design and Product Developer Responsibilities.

- Participates in the conceptual development of seasonal product collections
- Supporting the team in all aspects of design: researching, sketching, presentations, fittings and functional solutions
- Partnering with Design and Tech to create seasonal tech packs
- Creation of Mock ups, draping, and co creation packs
- Supports in colour up of line and management of colour execution
- Supports designers with accuracy and execution of technical drawings (flats) partnering with tech design and merchants to assist in-season issues
- Passionate about sustainability
- Keen interest in an active life