



# ETTI SIMON

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DKNY



Ellen Tracy



Marc Jacobs



YSL



Mary Quant



John Bartlett



Trinna Renata



Harold Kumar



Tommy Hilfiger



Jhane Barnes

## SENIOR DESIGNER

Awarded global senior designer with nine years of experience in garment design, development, production and manufacture. Progressive and intuitive artist with expertise in conceptualization and creative development of style boards and CAD drawings. Inspiring leader with a collaborative approach.

### PROFESSIONAL EXPERIENCE

#### **Senior Designer** | BARCUDA, Mumbai, India • 2006 to Present

Conceptualize, articulate, and execute successful manufacture of uniforms for Cambria Pvt. Limited and Institute of Management. Create premier woven and knit garments such as blouses, trousers, skirts, and dresses, which are highly successful across the marketplace.

- Reinvented the current clothing lines and increased sales by 50%.
- Researched global market in order to identify new trends, followed seasonal and emerging trends.
- Studied product categories and competitors to develop a comprehensive understanding of the latest innovations, fabrics, trims, and technologies across the market.

#### **Designer** | INSTITUTE OF FASHION TECHNOLOGY, Mumbai, India • 2005-2006

Designed and developed woven and knit blouses, trousers and skirts for large production. Innovated home furnishing designs for products and accessories such as cushion covers, table spreads, and bags.

- Utilized Adobe Illustrator and Photoshop in development of design illustrations and technical specifications.
- Attended fabric and textile fair to gain insights on emerging trends. Networked to build key business relationships across the industry.

#### **Designer** | TRAL-LA-LA EXPORTS PVT LTD, Mumbai, India • 2005

Produced unique Christmas products such as tree skirts, stockings and candle holders. Worked with embroiders to collect samples.

### EDUCATION

INSTITUTE OF DESIGN, Chicago, Illinois, **Textile & Apparel Design**

INSTITUTE OF COMMUNICATION & MANAGEMENT, Chicago, Illinois • **MA, Marketing**

CHICAGO UNIVERSITY, Chicago, Illinois • **BS., Marketing**