

Education

Savannah College of Art and Design (SCAD) Master of Fine Arts, Luxury and Brand Management	Expected May 2027 GPA 3.7
National Institute of Fashion Technology (NIFT) Bachelor of Design, Knitwear Design	August 2021 – June 2025 GPA 3.5

Professional experience

MODA (SCAD Fashion Club) Journalist	August 2026 – Present
- Author editorial content and fashion articles analyzing contemporary style trends, increasing student engagement with campus clubs. - Collaborate with cross-functional creative teams to brainstorm, pitch and execute cohesive editorial strategies for seasonal issues.	
SCADhome Office Assistant	March 2026 – Present
- Direct daily front desk and concierge desk operations as the primary point of contact for walk-ins and inquiries. - Resolve resident issues, including maintenance requests, by tracking interactions through the SCADhome help desk and referring students to appropriate resources. - Process resident check-ins, check-outs, room transitions and guest visitation in StarRez, and oversee daily facility operations, emergency lockouts, and residence hall opening and closing.	
RelDel Apparel Intimate Apparel Designer	January 2025 – June 2025
- Analyzed global market trends and consumer insights for women's intimate apparel (SS 26 and AW 26/27) to forecast demand and drive design direction. - Managed the development of three distinct capsule collections, ensuring alignment with brand identity and target sales objectives. - Oversaw end-to-end production from print development to vendor supply, ensuring rigorous quality control and strict adherence to project timelines.	
Lifestyle International Sportswear Design Intern	June 2024 – July 2024
- Formulated comprehensive tech packs for the SS 25 main-season drop, streamlining communication between design and manufacturing teams. - Synthesized trend and silhouette forecasts to bring seasonal insights into SS 24 and SW 24 capsule collections, maximizing market relevance.	
Reliance Retail Ltd Kidswear Designer	June 2023 – July 2023
- Conducted competitive in-person market research to generate product development strategies for SS 24 and AW 23/24. - Directed sampling for multiple capsule and main-season collections, ensuring design feasibility and cost-effectiveness.	

Academic experience and achievements

Brand Audit and 10-Year Revitalization Plan: Rolex, SCAD	2026
- Conducted an in-depth brand building and tribal marketing analysis for Rolex, evaluating core brand equity pillars, consumer awareness and long-term behavioral loyalty. - Used Aaker's Matrix and Kapferer's Brand Identity Prism to analyze strategic positioning, complemented by PESTLE and SWOT analyses of socio-economic influences and current market density.	
Luxury Retail Pop-Up Strategy: Tommy Hilfiger, SCAD	2026
- Conceptualized "Hilfiger Pier 86," an immersive luxury retail pop-up event on the Intrepid Museum flight deck in New York City, supported by in-depth brand research and consumer persona development. - Designed a prototype for an exclusive digital companion app and formulated a global activation strategy for subsequent rollouts across Tokyo, Amsterdam and Shanghai.	

Skills and certifications

Software	Microsoft Office Suite, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Adobe XD, Canva, CLO3D, Procreate, StarRez
Industry	Brand Management, Market Analysis and Trend Forecasting, Tech Pack Formulation, Garment Construction, Visual Merchandising, Strategic Planning
Professional	Conflict Resolution, Cross-Functional Communication, Event Logistics, Active Listening, Problem Solving, Adaptability
Certifications	SCADamp Advanced and Essentials Certificates (including Break Through, Deliver, Get Ready, Step Up and Stand Out badges); CLO3D Beginners I; LinkedIn Learning Essential Training: Excel, InDesign 2025, Premiere Pro 2025, Word Expert, PowerPoint 2016