



# PRATIKSHA PATEL

## GRAPHIC AND TEXTILE DESIGNER

### Profile

Creative designer with experience of 3+ years. One of the designs was on display for HGH, Mumbai, 2017 Textile Exhibition for the Indian retail market.



+1 647 838 6757



Vancouver

### EXPERIENCE

#### SIGN HUB - DESIGN AND SALES EXECUTIVE

July 2023- Present. Vancouver

- Crafting visually engaging designs that are in harmony with brand objectives while delivering exceptional client support.
- Providing mentorship and training to team members while actively seeking new client prospects to boost sales.

#### CRATE & BARREL- P/T SALES ASSOCIATE

April 2022- April 2023. Vancouver & Toronto

- Advised customers on purchases tailored to their preferences, while maintaining visual brand standards.
- Oversaw various sales responsibilities, including product knowledge, store maintenance, and enhancing the shopping environment.

#### LIVING CENTURY TEXTILE - CAD DESIGNER

Oct 2020- June 2021. Mumbai

- Individually managed the design of Bed Linen, Table Linen, and curtain collections for the international market.
- Oversaw coordination with production factories and vendors to streamline production orders.

#### BOUTIQUE LIVING- JR. DESIGNER

Oct 2019- March 2020. Mumbai

- In charge of designing bed sheets for the retail market, achieving an 80% selection rate for budget-friendly designs.

#### BOMBAY DYEING & MNG LTD.- JR. DESIGNER

Oct 2017- Sept 2019. Mumbai

- Created bed sheet designs. Additionally, developed an 80% selected Kid's towel design.
- Managed towel print strategies, shade selection, lab dip approvals.



### EDUCATION

#### GRAPHIC DESIGN

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

2022-2023

#### FASHION MANAGEMENT

HUMBER COLLEGE

2021-2022

#### BACHELOR OF DESIGN (TEXTILE)

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

2013-2017

### SKILLS

- Adobe Creative Suite
- Design Thinking
- MS Office
- Windows and MAC OS
- Problem-Solving
- Google Analytics
- Project Management Tools
- Strong Communication