**Harleen Kaur**

Fashion and Graphic Designer

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**SKILLS**

Clo 3D, Generative Ai, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Lightroom, Figma, Microsoft Word, Wondershare Filmora, Researching, Concept to final design development, Mockups and Prototypes, Trend analysis, Print Making, Typography, Digital editing, Color board making, Moodboard making, Techpack making, Presentation and Pitch deck making, Layout refining, Digital marketing, Content writing, Video editing, Social Media Graphics, Illustrations and Flat sketches.

**EXPERIENCE**

**Graphic Design Head, Mumbai**

Exhale Label, May 2023- September 2023

* Designed eye-catching prints for a range of apparel, fusing creative flair with comprehensive trend analysis to produce a distinctive and appealing product.
* Skillfully generated design files for printing purposes, ensuring proper formatting, resolution, and color accuracy.
* Designed visually striking emailers and ad creatives that translated marketing objectives into impactful visuals to enhance brand visibility, engage customers and successfully communicate promotional messages, leading to higher open and click-through rates.
* Designed and curated engaging social media content, including static posts, stories and reels that complemented the brand aesthetics and resonated with the target audience.
* Played a pivotal role in overseeing the development of the brand website, ensuring that it resonated with the brand's essence and engaged visitors effectively.
* Created garment mock-ups, fit comments and techpacks to ensure design alignment before manufacturing and to serve as an accurate depiction of the finished product, streamlining the production process.
* Worked on the brand packaging that captures consumers and strengthens brand identity.
* Utilized video editing skills to craft promotional videos that showcased products and reinforced the brand's messaging across a wide range of digital platforms.

**Innovation Research Project, Zurich, Switzerland**

On Running, September 2022- November 2022

* Conducted a comprehensive three-month research project focusing on the transformative potential of Merino Wool within the Activewear Industry, specifically tailored to On Running's product portfolio.
* Utilized Clo 3D to create a detailed prototype of activewear garments.
* Gathered primary and secondary data through rigorous research methods, including in-depth interviews with industry experts and sourcing data from a variety of channels.
* Analyzed Various market trends and consumer preferences linked to Merino Wool activewear.
* Collaborated closely with cross-functional teams to implement research findings into the company's product roadmap.
* Established communication with The Woolmark Company's Business Development Manager, National Geographic Explorer & CEO of Cora Ball to learn more about the most recent advancements in wool technology along with innovative solutions for mitigating microfiber pollution in the context of wool-based activewear to create a Microfiber Guide for On Running.
* Worked on providing a complete life cycle assessment of the proposed garments.
* Presented my findings and research insights at On Running headquarters in Zurich, Switzerland, fostering collaborative discussions and ensuring that the Research findings directly informed strategic decisions and product development efforts.

**International Woolmark Performance Challenge Winner, Paris, France**

The Woolmark Company, April 2021- March 2022

* Worked on ideating and creating maternity activewear that not only embraces the growing pregnant body but also works with the wearer’s body movement, instead of against it; all the while providing a snug fit, supporting both the mother and foetus in the correct areas, providing coolness when the body temperature rises, and monitoring the baby’s health using a Foetal Heart Rate Monitor.
* Mentored by the Head of Design at Hugo Boss, Global Head of Talent Acquisition at On Running (Previously Adidas), Global Head of Performance, Textile Developer and Material Innovation Lead at On Running and Course Coordinator of Fashion Design at IED Milano.

**Apparel and Graphic Fashion Design Intern, Mumbai**

Myriad Activewear, February 2022- May 2022

* Planned and designed an activewear collection by producing detailed fashion illustrations and sketches to communicate design concepts and ideas.
* Conducted comprehensive market research to uncover new trends in the activewear sector ensuring that product offerings remained competitive and relevant.
* Designed mood boards, color boards, and client boards, presenting cohesive visual concepts.
* Designed original prints and patterns that added unique visual appeal to the activewear line.
* Proficiently used CAD software to refine and finalize fashion graphics.

**Apparel and Graphic Fashion Design Intern, New Delhi**

Manish Arora, April 2021 – July 2021

* Overlooked print and motif development to enhance the uniqueness of the products.
* Produced detailed and aesthetically pleasing fashion illustrations to visualize design ideas.
* Proficiently used CAD software to create and refine fashion graphics.
* Developed captivating design boards that effectively conveyed the brand's vision.
* Conducted extensive market research to identify consumer preferences and emerging trends, providing valuable insights for product development and marketing strategies.

**EDUCATION**

* **Bachelor of Arts (B.A.) in Fashion Design (Year 4)**

Torrens University, Australia, August 2022

* **Bachelor of Arts (B.A.) in Fashion Design (Year 1-3)**

Pearl Academy, New Delhi, July 2021

* **Bachelor of Arts (B.A.) in English Honors**

Indira Gandhi National Open University (IGNOU), New Delhi, July 2021

**CERTIFICATIONS**

* Clo 3D Design Software
* Wool Appreciation Course
* Brand New Brand
* Fashion Styling and Image Making
* Digital Marketing

**AWARDS**

* International Woolmark Performance Challenge Winner, 2021
* Merit Scholarship and Academic Excellence Award