

SHRUTI SINGH

Fashion and Textile designer

EDUCATION

2020 – 2024 : Graduation

Fashion and Textiles Design
The Design Village, Noida

2019 : Higher Secondary School

Meerut Public Girls' School
Physics Chemistry Mathematics
89.9%

2017 : Secondary School

Meerut Public Girls' School
10 CGPA

ACADEMIC EXPERIENCE

JOINT STUDIO | Collaborative Program

Feb'24

A collaborative ethnographic study with TU Delft, Netherlands and Politecnico di Milano, Italy and TDV, Noida.

To study the context of Delhi NCR through the lens of imperturbability using contextual research tools.

Made in India | Dissertation

Jan'24– June'24

From Stigma to Status: To Navigate the perception gap associated with "Made in India" label in the Global Textile Industry.

Ties of Time | Fashion anthropology

Aug'23–Dec'23

To Navigate the Cultural Appropriation of Traditional Indian Textiles

ARAKU | Strategy Design

Feb'22–June'22

Worked on proposing interventions to further araku's essence and empower the community through a participatory and in person approach.

WORK EXPERIENCES

Shah Narayan Das and Co. | Design Intern

Jan'23–May'23

Client based projects, spring summer collection for **ekaya banaras** and **November Noon**, Production Management, Collection Costing and Merchandising, Trend forecasting, Client Trials.

Bharat Tex Expo'2024 | Volunteer

Feb'24

Client Engagement, Marketing Campaign, Social Media Management

SKILLS

Fashion Textiles : Weaving, Dyeing, Garment construction, Styling, designing collections, Illustrations, Merchandising, Technical Drawings, Trend Analysis, Fashion Photography and Editing

Softwares : Illustrator, Photoshop, InDesign, Procreate, Texma

Design : Research, Conceptualisation, Design thinking, Strategy development, Prototyping

Social Media and Digital Marketing : Management, Content writing and Creation

Soft skills : Teamwork, collaborations, Client interactions and meetings, Presenting skills, Problem solving, Time management, Communication, Strategic thinking, Attention to detail

www.shrutisingh.co.in

singhshruti08.ss@gmail.com

+91 9971393167