

SHREYA BAGHEL

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SUMMARY

Assistant Designer specializing in womenswear, athleisure, swim, and lifestyle apparel. Experienced in concept development, silhouette sketching, print design, color direction, and building cohesive seasonal collections. Skilled at translating trend, research, and consumer insights into commercially strong products. Proficient in Illustrator, Photoshop, and CLO3D with the ability to support full product creation from initial ideation to refined technical packages and fittings. Creative, fast, detail-focused, and experienced across both design and development pipelines.

EXPERIENCE

Montce Swim — Pre-Production and Design Intern

Fort Lauderdale, FL | Jun 2025 – Aug 2025

- Assisted the Lead Designer in seasonal collection development, creating digital and hand-drawn sketches, motif concepts, and updated silhouettes for swim and active-inspired styles.
- Developed color stories, print placements, trim options, and stitch details, ensuring designs aligned with brand aesthetic and performance fabric needs.
- Refined CADs and construction details throughout proto rounds, supporting design evolution while maintaining visual accuracy.
- Participated in weekly fittings, providing design-driven revisions to improve fit, function, and style lines before finalizing tech updates.
- Maintained seasonal fabric/trim boards and contributed to mood boards and design presentations for internal reviews.

Freelance Designer & Illustrator — Womenswear, Athleisure & Lifestyle

(U.S. & International Clients) | Jan 2021 – Oct 2023

- Designed collections and capsule lines for 7+ brands, creating silhouettes, concepts, print directions, and cohesive color palettes across womenswear, athleisure, and lifestyle categories.
- Created detailed design packages including sketches, CADs, and tech packs, ensuring design intent translated accurately to production.
- Developed 40+ original surface prints and graphic motifs; prepared colorways, repeats, and production-ready artwork.
- Collaborated with clients on brand identity, concept development, and seasonless design strategy to ensure commercially strong, trend-right products.

Ankita Dharman — Lead Fashion Designer (Full-Time)

India | May 2021 – Dec 2021

- Sole designer leading research, concept direction, silhouette boards, and color palettes for all collections.
- Designed a 60-look womenswear collection in under two weeks, including original prints, motifs, and textile direction, moving pieces into production by week three.
- Developed design concepts aligned with global fashion trends and U.S.-relevant aesthetics, adapting silhouettes, color stories, and fabrication choices for an international consumer base.
- Created detailed tech packs with design-driven construction notes and partnered with patternmakers to refine shapes, proportions, and fit.
- Oversaw design execution from concept through sampling, ensuring aesthetic consistency and creative integrity across all silhouettes.

ACADEMIC PROJECTS

Thread in the Eye — Undergraduate Graduation Collection

Jan 2022 – May 2022

- Created a six-look collection focusing on textile manipulation and tufting; produced 200+ colored sketches to refine silhouettes.
- Completed patterning, stitching, and construction independently; assembled fabrication sheets and documentation for juried review.

EDUCATION

Savannah College of Art and Design (SCAD) M.A., Creative Business Leadership, Mar 2025

Unitedworld Institute of Design (UID) B.Des., Fashion Design, May 2022

SKILLS

Software: Adobe Illustrator • Adobe Photoshop • Adobe InDesign • CLO3D • Procreate • Browzwear • Rhino • KeyShot • Blender • Excel

Design: Concept Development • Trend Interpretation • Silhouette Sketching (Digital & Hand-Drawn) • Color Direction • Mood Boards • Print Design • Motif & Repeat Development • Line Planning • CADs • Fabric & Trim Direction • Collection Building (Wovens, Knits, Swim & Athleisure)

Product Development: Tech Packs • BOMs • Fittings • Fit Notes • Construction Understanding • Spec Refinement • Vendor Communication • Sample Review • Print & Placement Visualization