

CONTACT

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TOP SKILLS

Sewing Pattern
Making Mood
Boards
Textile Design
Styling
Merchandising
Apparel
AutoCAD
Microsoft Office

SOFTWARE SKILLS



LANGUAGES

Hindi (Native or Bilingual)
English (Limited Working)

Ruhina Shaikh

Fashion Merchandiser / Graphic Designer



Summary

Experienced Assistant Fashion Designer with a demonstrated history of working in the apparel and fashion industry. Skilled in Apparel, Styling, Pattern Making, Mood Boards, and Sewing. Strong arts and design professional with a Diploma focused in Fashion/Apparel Design.

Experience

Sana'a Kayum

Fashion Merchandiser / Creative Graphic Designer

October 2019 - Present (1 year 5 months)

Dubai, United Arab Emirates

- Managing budgets
- Predicting sales and profits
- Negotiating quantities and delivery timescales
- Supervising and training junior staff
- Managing levels and distribution of stock
- Setting stock promotions/price reduction as appropriate
- The retail store must not be left unattended at any time during official working hours. It is not allowed to delegate non-employees from monitoring the store.
- Collaborate in a team environment to share best practices.
- Manage time effectively, taking care that assigned tasks are completed on time, with due attention given to attention and quality of work.

As a Creative Graphic Designer

- Personal interaction with clients, in order to identify their needs and provide them the most suitable design ideas, ensuring overall satisfaction and direction.
- In charge of daily designs (such as creating banners for social media, websites - editing /retouching photos, creating brochures, brand collaterals, business cards) .

- Maintain daily stock inventory report and cash book of the retail store, and account for any kind discrepancy in products and revenue.
- Obtain the required approvals and confirmations from customers on applicable documents during key occasions such as measurements, orders, trials, invoicing, and final delivery.
- Support the digitization processes of pattern making and organization and dummy images database management.
- Assist with embellishment & fastening selections, drape and design, and store displays (window & in store).
- Create or source stock of media content for uploads as well as the creation of graphic elements, and enhance them as necessary.
- Create precise art illustrations using scans of traditional drawings, digital drawing skills, or by modifying existing digital art files.
- Develop, edit and enhance media contents such as images as needed.
- Implement social media strategies.

Nib Designz

Assistant Fashion Designer

June 2019-September 2019 (4 months)

Dubai, United Arab Emirates

- Researched and designed new styles for various lines.
- Created and kept up to date records of design line presentation boards. Assisted in the print department in creating prints, cleaning prints, changing color ways, and layout.
- PLM entry
- Proposed ideas and illustrations of new trends and fashions. Presented comprehensive showroom detailing and summarized demographic designs for buyer meetings.
- Maintained new and old production patterns. Arranged new and old samples and sample sales.
- Conceptualized, developed, and followed up on first and production patterns and sample making. Optimized the full concept of production pattern and sample making by modeling as a fit model.
- Led a results-focused team of 3, prepared illustrations of designs to the Head Designer, while developing budget management for sales for upcoming productions.
- Handled ongoing vendor meetings for future and existing products. Also, I managed various vendor meetings for future sample making.

- Assisted the Head Designer with decision-making, for establishing budgets for new productions.

Ropaje - India

Assistant Fashion Designer

November 2017 - October 2018 (1 year)

India

- Organized and kept track of lab dips and bead swatch approvals throughout the season
- Developed bead patterns/layouts, embroidery designs, trims, and other surface embellishments
- Conducted daily communication with overseas factories to ensure clarity and progression of all design details
- popped all competition stores regularly to identify product styles, fit, colors, labels and trends
- Conceptualized and managed the design process of new accessories including hats, bags, and belts to fit with the clothing line
- Assisted in designing, through sketching and CAD, seasonal collections for various private labels by identifying key colors, fabrics, prints, patterns, and silhouettes for upcoming seasons
- Researched, sourced, and identified current trends in global and local markets, in a timely manner
- Corresponded with the production team overseas through effective spec sheets and garment layouts.
- Developed new techniques and ideas of current trends
- Worked with the team in styling and coordinating major presentations with buyers.

Education

Inifd Bandra, Mumbai

Bachelor's degree, Fashion/Apparel Design · (2017 - 2019)

L S Raheja College of Arts and Commerce

High School Diploma, Art/Art Studies, General · (2013 - 2015)