

Tanya Singh

Apparel Graphic and 3D Fashion Designer with expertise in digital design and garment visualization. Expanding skills in graphic design to create innovative, trend-driven visuals.

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Professional Experience

LPH APPAREL INDIA PVT LTD, Designer

AUG 2022 – PRESENT
GURUGRAM, INDIA

APPAREL GRAPHIC DESIGN

Responsibilities:

- Designed seasonal collections, graphics, prints, and patterns for men's, women's, and junior apparel for brands like [Hot Topic](#) and retailers like [Burlington](#) and [Ross store](#).
- Collaborated with product development teams to create tech-packs, mockups, and production-ready artwork for screen printing, embroidery, and digital prints.
- Conducted trend research to ensure designs remained fresh and market-competitive.

Achievements:

- Increased design selections and sales by **30%** through innovative seasonal designs.
- Streamlined production with high-quality, production-ready assets, reducing errors by **15%**.
- Contributed to brand growth by aligning designs with current trends and consumer demand.

GRAPHIC DESIGN

Responsibilities:

- Designed visuals, logos, brochures, web banners, and GIFs for e-commerce and logistics startups, including [Gaiabay](#) and [VayuLogy](#).

Achievements:

- Enhanced brand awareness through impactful design assets, contributing to the startups' visibility and online presence.

3D FASHION DESIGN

Responsibilities:

- Utilized CLO-3D software to create virtual clothing samples with accurate fabric simulations and graphic placements.

Achievements:

- Reduced design development time by visualizing designs digitally, leading to a **30%** increase in design selections.

HESPOKE ORIGINALS, 3D Fashion Designer

JAN 2022 – JULY 2022
BENGALURU, INDIA

- Launched various collections using 3D software and coordinated in raising the bar of the number of styles that can be launched in a month by **20%**.
- Increase in design effectiveness by tuning into realism and making it aesthetically appealing for the audience, resulting in sales by **20%**.
- Tried and tested new methods to bring out realism.

Education

2017 – 2021	Satyam Fashion Institute, Noida (Affiliated to S.N.D.T University, Mumbai), Bachelor's of Design, Fashion Design
2016 – 2017	ATOMIC ENERGY CENTRAL SCHOOL, NARORA, XII CBSE BOARD

Skills

CREATIVE SKILLS	<i>Fashion Illustration, Textile & Surface Design, Garment Construction, Technical Design, Design Conceptualisation</i>
SOFTWARE SKILLS	<i>Adobe Photoshop, Adobe Illustrator, CLO-3D, TRI3D, FAB3D, MS PowerPoint</i>