

AASTHA SOOD

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ABOUT

Creative and detail-oriented Industrial & Fashion Designer with expertise in licensed consumer products, jewelry and soft goods design. Experienced in developing trend-driven collections, technical design and designing for retail and private label brands. Adept at managing the end-to-end design process, collaborating with factories and ensuring high-quality execution from concept to final product.

WORK EXPERIENCE

Accessory Design Lead – Movado Group, Inc. (SCADpro Collaboration Project)

Savannah, GA | Jan 2024 - Mar 2024

- Led a cross-functional team of 6 designers to create a jewelry suite and genderless watch collection, delivering 15% ahead of schedule.
- Designed market-ready accessories by integrating trend research, material selection, and consumer insights to align with Movado's brand identity.
- Managed presentations with visual storytelling, incorporating product line sheets and prototype showcases.

Assistant Design Manager – Arvind Fashions Limited

Bengaluru, India | Aug 2020 - Jun 2022

- Spearheaded the design and development of apparel collections for direct-to-consumer brands, boosting sales by 15%.
- Designed licensed graphic collections for Peanuts and Garfield, creating marketable accessories and apparel that resonated with young consumers.
- Collaborated with cross-functional teams, including merchandising, sourcing, and production, to streamline design workflows, resulting in a 15% reduction in time-to-market for new collections.
- Developed tech packs and spec sheets for streamlined production, reducing sampling errors by 20%.

Senior Executive Designer at Arvind Fashions Limited

Bengaluru, India | Jun 2017 - Jul 2020

- Designed and launched 8 seasonal collections for Elle Studio, consistently surpassing sales targets by 10-15%.
- Conceptualized a top-selling graphic tshirts line that significantly increased revenue in Q4 2019.
- Enhanced production accuracy by 10% through meticulous fit approvals and material selection.

Beats By Dre Internship at Extern

Remote | Sep 2023 - Oct 2023

- Conducted consumer research on Gen Z's accessory and tech preferences, identifying behavioral insights for product innovation.
- Developed trend and competitive analysis frameworks to inform brand strategy.
- Synthesized findings into visually engaging presentations to communicate insights effectively.

EDUCATION

Master of Arts (MA) in Industrial Design at Savannah College of Art and Design (SCAD)

Savannah, GA | Sep 2022 - May 2024

Bachelor of Design (B.Des) in Knitwear Design at National Institute of Fashion Technology (NIFT)

Bengaluru, India | Jul 2013 - May 2017

SKILLS

- **Software:** Adobe Illustrator, Photoshop, InDesign, Rhinoceros 3D, KeyShot, Miro
- **Technical Design:** Tech Pack Creation, Spec Sheets, BOMs, Fit Comments, Print Approvals
- **Product & Accessories Development:** Trend Research, Material Sourcing, Packaging Design
- **Licensed Graphics:** Character Art, Typography, Pattern Design for Licensed Brands
- **Production & Supply Chain:** Overseas Vendor Communication, Sample Approvals, Manufacturing Feasibility

REWARDS & RECOGNITIONS

- **Arvind Fashions Limited:** Spotlight Award (2020) for highest quantity sold for Elle Studio, Felicitation Award (2019)
- **The Rookies:** Runner Up and People's Choice - Rookie of the Year for Product & Industrial Design (2024), Excellence Award (2024)
- **SCAD:** Achievement Honor Scholarship (2022), Industrial Design Department Endowed Scholarship (2023), Graduate Mentor (2023-2024) with CRLA International Peer Educator Training Program Certification, SCADamp Certificate of Completion