

Bangalore, Karnataka 560102

+91 7983931403

zoopfm@gmail.com

SUMMARY

Innovative design lead with 17 years of progressive growth turning abstract ideas into concrete, profitable products. Combines strong interpersonal, R&D and sourcing skills with hands-on fluency in AI-powered design tools — using generative AI, trend-forecasting platforms and 3D virtual sampling to move faster from concept to collection without losing creative control.

CORE SKILLS

- Creativity
- Organization
- Communication
- Time Management
- Project Leadership
- Goal Setting
- Good Judgment
- Work Planning and Prioritization
- Computer Skills
- Team Leadership
- Task Delegation

AI-POWERED DESIGN SKILLS

- Generative AI ideation (Midjourney, Adobe Firefly) for rapid mood boards
- AI trend forecasting & insight tools (WGSN AI, trend analytics)
- 3D virtual sampling & AI tech packs (CLO3D / Browzwear)
- AI image enhancement for lookbooks & campaigns
- AI-assisted video editing for brand content
- Prompt engineering for creative briefs
- AI-generated colorway & print variations

Kamal Anand

Chief Design Manager | Fashion & Textile Design Lead | AI-Enabled Design Workflows

AI-DRIVEN DESIGN ACCELERATION

- Generative AI for concept & mood boards (Midjourney, Adobe Firefly): compresses ideation from days to hours, allowing far more design directions to be explored before a single concept is greenlit.
- AI trend forecasting (WGSN AI insights, trend-analytics platforms): shortens seasonal trend research cycles, keeping range architecture aligned to real-time market signals instead of lagging reports.
- 3D virtual sampling & AI-assisted tech packs (CLO3D, Browzwear): cuts physical sample-to-approval time and vendor costs by validating fit, drape and colorways digitally before cutting fabric.
- AI-powered image and photo enhancement: speeds up lookbook and campaign production, building on a personal photography background.
- AI-assisted video editing (Runway, Premiere Pro AI tools): builds on New York Film Academy training to turn around trade show and marketing content faster.
- Prompt engineering for creative direction: translates abstract buyer/brand briefs into concrete visual references for design teams in a fraction of the usual back-and-forth.
- AI-generated colorway and print variations: gives buying teams more options to choose from in the same review window, shortening decision cycles.

EXPERIENCE

Chief Design Manager — Reliance Retail Pvt. Ltd. | Bangalore

December 2021 – Current

- Developed and maintained a design strategy that aligned with the company's overall goals.
- Curated Ecko's season collection in alignment with the proposed Range Architecture proposed by the Buying Team.
- Created and implemented processes to ensure the season's collection were completed on time and within the proposed MRP.
- Organized, managed, and monitored multiple concurrent design projects.
- Drafted project briefs for designers outlining objectives, deliverables, timelines, and budgets.
- Reviewed designs for accuracy, completeness, quality assurance and adherence to brand standards.
- Coached designers on best practices related to creative problem-solving and product development techniques.
- Maintained up-to-date knowledge of industry trends via WGSN, trade shows, sell-through reports, brand visits and online reports — increasingly supplemented with AI trend-analytics tools for faster turnaround.
- Worked closely with marketing and buying teams to develop collections that effectively communicated core selling points.
- Attended and designed layouts for brand trade shows and other industry events.
- Reviewed and modified product samples to account for technical and aesthetic requirements.
- Assigned work and monitored performance of project personnel.
- Planned and led team meetings to review business results and communicate ongoing priorities.
- Created and managed budgets for travel, training and team-building activities.
- Reviewed employee performance and provided ongoing feedback and coaching.
- Held regular one-on-one meetings with employees to review performance and priorities.
- Evaluated individual and team business performance and identified opportunities for improvement.

Head of Design — Duke Fashion

January 2020 – December 2021

- Designed and conceptualized the Men's, Kids' and Women's wear S/S and A/W range in circular knits and flat knits.
- Communicated with a team of designers and merchants.
- Sourced trendy fabric for sampling.
- Mixed and matched fabric to create trendy samples.
- Sourced trims and accessories.
- Outsourced garments from vendors and reviewed for changes (graphic and design).
- Created pre-production samples.
- Developed and managed design strategies to ensure consistent delivery of high-quality products.
- Managed day-to-day operations of the design team, including scheduling, resource allocation, and budgeting.
- Provided creative direction for projects from concept through completion, leading brainstorming sessions and workshops.

Owner — S.K Fashions

January 2016 – January 2020

- Designed and conceptualized the Men's wear S/S and A/W range in circular knits.
- Sourced trendy fabric for sampling.
- Mixed and matched fabric to create trendy samples.
- Sourced trims and accessories.
- Planned surface ornamentation for the collection.
- Created pre-production samples.
- Planned production as per order.

Design Head — Monte Carlo Fashions Pvt Ltd.

January 2007 – January 2016

- Designed and conceptualized Men's, Kids' and Women's wear S/S and A/W range in flat knits with a team of junior and senior designers.
- Created mood boards and storyboards as per theme.
- Created illustrations with technical details of the sample.
- Created product prototypes with actual accessories and trims.
- Created colorways for the final collection.
- Attended fashion events and exhibitions and built strategic relationships with local vendors.
- Conducted market research and worked on continuous improvement of the design process.
- Delivered final display presentations to buyers.

EDUCATION AND TRAINING

Bachelor of Design | Fashion and Textiles, Knitwear Specialization

National Institute of Fashion Technology, New Delhi — January 2007

SOFTWARE SPECIALIZATION

- Adobe Suite
- Corel Draw
- Ai (Illustrator)
- Microsoft Office
- Generative AI tools (Midjourney, Adobe Firefly)
- 3D design & virtual sampling (CLO3D / Browzwear)

ACTIVITIES AND HONORS

- Keen visual designer
- Graphic enthusiast
- Pro photographer
- Movie and image enhancer
- AI enthusiast

ACCOMPLISHMENTS

- Certified Movie maker and Editor from New York Film Academy.
- Fashion photographer for a span of my fashion journey.
- Entrepreneurial experience running my own design unit and brand.

CERTIFICATIONS

- Movie Maker and Editor — New York Film Academy
- Bachelor of Design — NIFT, New Delhi

LANGUAGES

- Hindi — First Language
- Punjabi — Intermediate (B1)
- English — Advanced (C1)