

# Saniya Patil

FASHION | GRAPHIC | PRODUCT DEVELOPMENT

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📍 New York, NY

Results-driven Fashion Designer with 5+ years of experience leading end-to-end product development and conceptualizing trend-forward, customer-centric designs across women's apparel, accessories, and licensed products. Skilled in integrating design thinking with brand vision, creativity, and product development. Holds an MPS in Fashion Management and is currently pursuing a Master's in Project Management with a focus on Human-Centered Interaction Design, bringing a passion for playful, innovative, and technically refined designs that resonate with today's customer.

## WORK EXPERIENCE

- H.E.R Accessories, New York - Product/Graphic Designer** 📅 Aug 2024 - Present
- Developed 400+ CADs and techpacks for kid's apparel and accessories across major retailers (Target, Walmart, Claire's, JC Penny), maintaining 100% brand and licensor compliance using Adobe Illustrator & Photoshop.
  - Partnered cross-functionally with sourcing, product development, and overseas factories to evaluate pre-production samples conducting thorough quality checks on construction, materials, and design execution to ensure product integrity from concept to final production.
  - Led full-cycle design & product development process from concept to delivery, proactively resolving design and production challenges to meet fast-paced retail timelines and maintain a 90-95% first-pass approval rate.
- EcoFashion Corp, New York - Design / Product Development Associate** 📅 Sept 2023 - Aug 2024
- Supported design and development of sustainable apparel for brands like Pink Chicken, Able, Higherdose, Daily Look.
  - Designed brand-right apparel & accessory CADs, creating detailed tech packs and production-ready artwork.
  - Managed PLM systems and WIP trackers for 200+ artworks and SKUs, streamlining coordination between merchandising, sourcing, and vendors across South Asia by clearly communicating construction, fit, materials and design intent to ensure accurate sample execution.
- Sirione Inc, New York - Design Lead** 📅 Jan 2023 - Aug 2024
- Managed creative development of high-fashion luxury women's dress collections, from market research to creating 100+ annual design concepts to creating tech packs, sourcing materials, and coordinating production with overseas factories in China & Poland.
  - Partnered with Merchandising and Marketing to ensure cohesive execution of design vision across all go-to-market touchpoints.
- Dreamgro Enterprises, New York - Design Assistant** 📅 Jan 2022 - Aug 2023
- Designed and developed 200+ CADs, prints, graphics, and detailed tech packs for licensed kids' apparel, accessories, and toys for brands like CoComelon, Blippi, and Little Tikes, supporting product assortments for retailers including Walmart and Target.
  - Managed sample tracking and documentation of lab dips, PPS, and TOP samples, assisting in product development by conducting quality inspections, evaluating fit, and providing actionable feedback to factory partners to ensure production accuracy.
- Poppi, Mumbai - Head Designer** 📅 Jun 2019 - Aug 2021
- Spearheaded end-to-end design and product development for a fast-growing apparel brand, creating 6 seasonal collections with unique digital print and pattern concepts that contributed to 70K+ customer growth in 2 years. Developed mood boards, conducted trend research, and created print-ready designs using Adobe Creative Suite aligned with market demands.
  - Collaborated with buyers and partnered with leading e-commerce platforms like Nykaa and Amazon to facilitate brand onboarding and drive product sales.

## EDUCATION

- Harrisburg University of Science and Technology, Harrisburg PA**  
M.S in Project Management, specializing in Human Centered Interaction Design (AUG 2023 - AUG 2025)
- Parsons School of Design, New York**  
Master of Professional Studies in Fashion Management (AUG 2021 - AUG 2022)
- National Institute of Fashion Technology, India**  
Bachelor of Design, Major in Fashion and Knitwear Design (AUG 2015 - JUN 2019)

**SKILL SET:** Market Research & Trend Analysis, Visual Storytelling & Brand Identity, Fashion Design, Knitwear Design, Product Development (Licensed & Private Label), Techpack Development, Graphic & Print Design, Print Development, Garment Construction and Pattern Making Knowledge, Product Management, Supply Chain Management (PLM).

**TOOLS:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, Microsoft Office Suite (Excel)