



Hello, i am

Ankita Sagar

Art Director, Visual Designer & Fashion Designer

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A creative force in the world of fashion and visual design with over a decade of experience. A proud graduate of the National Institute of Fashion Technology, New Delhi, my expertise spans high-fashion collections, visual communication, and infographics. I blend traditional craftsmanship with modern trends to create unique, innovative designs. As a maximalist at heart, I love bold colors and rainbows, but I also appreciate the balance minimalism brings. Whether it's a slice of pizza or a strong cup of coffee, I find joy in the little things. My passion for shiny accessories and vibrant outfits reflects my creative spirit. Join me in celebrating the beauty of design!

WORK EXPERIENCE

Art Director

Reliance Ritu Kumar & Reliance Satya Paul,
Gurugram, Haryana, India
November 2022 - Till date

- Lead creative vision and direction for fashion collections and visual campaigns.
- Oversee design and execution of brand visuals, ensuring alignment with brand identity and current market trends.
- Collaborate with designers, photographers, and marketing teams to create cohesive and impactful visual narratives.
- Develop innovative concepts for seasonal collections and promotional materials, emphasizing originality and relevance.
- Ensure high standards of craftsmanship and quality across all design outputs.
- Manage and coordinate creative projects from initial concept through to final completion.
- Conduct comprehensive market research to anticipate and incorporate emerging fashion trends into brand strategies.
- Cultivate creative partnerships and collaborations to enhance brand visibility and appeal.
- Direct photoshoots and fashion shows to ensure a consistent and engaging presentation.
- Mentor and guide junior designers, fostering a culture of creativity and innovation within the team.

Associate Manager (Design)

Snapdeal, Gurugram, Haryana, India
September 2021 - October 2022

- Spearheaded end-to-end planning and execution of a wide array of campaigns at Snapdeal, including Festive campaigns, Occasional sales, Product/Category launches, Experience Zones, Sale Boosters, and Special Deals initiatives.
- Directed the design and established standard layouts for campaign kits, focusing on interactive UI design, dedicated campaign zones (Themes, micro interaction zones, Landing pages, Games/Coupons), and media/collateral creation (Banners, Intersals, Graphics, Animation), as well as communication materials (Emails, social media posts, WhatsApp messages, Stories).
- Conceptualized and executed campaigns across Snapdeal platforms such as Navratri Durga Puja Store, Diwali Store, Wedding Store, Winter Store, and successfully rejuvenated the Toofani sale.
- Acknowledged as the "Customer Champion" at Snapdeal for significantly enhancing customer experience through innovative design communication strategies.

Product Designer (Visual and Graphics)

DOMS INDUSTRIES PVT. LTD - Freelance
March 2021 - September 2021

- Spearheaded visual and graphic design initiatives for a range of products under the DOMS brand.
- Successfully revamped and rebranded existing products while conceptualizing designs for new products.
- Designed Notebook Graphics and Packaging, and contributed to the creation of new product concepts like Story Books and Coloring Books.
- Played a pivotal role in elevating the visual appeal and market presence of DOMS products through innovative design strategies and creative executions.

Creative Director

Amish Sagar Films - Freelance
September 2020 - September 2021

- Led creative direction across diverse projects, specializing in Graphics, Interaction, and Visual (Branding + Campaign) design.
- Collaborated with multiple brands including ASF Films, 3x9t, Crwal Walk Hop, and Folk Bells to deliver impactful visual solutions.
- Designed posters for numerous short films and web series featured on MX Player, Disney+ Hotstar, and Zee5.
- Enhanced digital presence for brands through innovative website design, compelling social media content, and other digital graphics.

Entrepreneur, Creative Lead

ASAGA Label - Self-employed, South Mumbai, Maharashtra, India
November 2018 - September 2020

- Founded and operated ASAGA Label, specializing in ethnic wear that integrates traditional and regional art and crafts.
- Developed diverse collections catering to weddings, festive occasions, casual wear, and more.
- Managed the digital presence of ASAGA Design House, overseeing website development, implementing effective social media strategies, and creating digital graphics to strengthen brand identity and engage audiences.

Head of Fashion, Creative Lead

Trinity Circle, Mumbai, Maharashtra, India
August 2016 - October 2018

- Managed the digital platform for Trinity Circle, overseeing website management and implementing effective social media strategies to enhance brand presence.
- Led the development of designs, tech packs, machine embroideries, hand embroideries, sampling, sourcing, print development, and finishing processes for Trinity Circle.
- Created graphic designs and devised comprehensive branding strategies for the entire brand.
- Directed product styling and coordinated impactful photo shoots to effectively showcase Trinity Circle's offerings.

Visual & UI Designer

Snapdeal, Okhla, Delhi
November 2014 - July 2016

- Developed banners, landing pages, logos, recipe books, and e-books using innovative concepts and ideas.
- Designed user interfaces (UI) for various small websites, focusing on intuitive and engaging design.
- Pioneered the development of a Recipe Book in collaboration with Wonderchef by Sanjeev Kapoor, marking a first-time initiative for Snapdeal, enhancing brand visibility and consumer engagement through culinary creativity.

Kids Wear Fashion Designer

Birbal Designs Export House, Patparganj
June 2013 - October 2014

- Developed designs, tech packs, machine embroideries, hand embroideries, sampling, sourcing, print development, and finishing processes tailored specifically for kids' wear.
- Created graphics for the website and presentations, focusing on enhancing visual appeal and effectively communicating the brand's message and offerings to the target audience.

Assistant Fashion Designer

Omega Designs, Gurugram, Haryana
November 2012 - May 2013

- Developed comprehensive designs, tech packs, machine embroideries, hand embroideries, sampling, sourcing strategies, print development, and finishing processes across various projects.
- Created graphics for the website and presentations, emphasizing cohesive brand representation and ensuring effective visual communication to resonate with the target audience.

Assistant Costume Designer

Joy Mitra, Shapurjat, Delhi
August 2012 - October 2012

- Collaborated with Designer Joy Mitra for Wills India Fashion Week 2012, contributing to the development of designs, tech packs, machine embroideries, hand embroideries, sampling, and sourcing for accessories.
- Facilitated print development and ensured meticulous finishing processes to maintain quality standards.
- Created presentations that effectively highlighted the collection's aesthetic and theme.
- Assisted in backstage organization to ensure smooth event execution and coordinated timely setups for runway shows.

EDUCATION

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, DELHI (Bachelor of Design - Fashion Design (7.5 cgpa))

2008 - 2012 | NEW DELHI

ST. MARIA GORETTI INTER COLLEGE, BAREILLY (Class XII (I.S.C.) (81.75%))

2007 - 2008 | BAREILLY

ST. MARIA GORETTI INTER COLLEGE, BAREILLY (Class X (I.C.S.E) (64.00%))

2007 - 2008 | BAREILLY

AWARDS

- Received the "Most Innovative and Creative Design Collection" award at NIFT.
- Successfully advanced through the Regional round of WILLS Lifestyle DEBUT in 2011.
- Earned the Bronze Medal for AD vision in the Poster Designing Competition at the SAARC International Youth Festival in 2007.