

# .var gudimalla

strategy | design | brand

## CONTACT

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## EDUCATION

**Savannah College of Art and Design**

M.A. Creative Business Leadership

**National Institute of Fashion Technology**

Bachelors of design in Textile Design

## EXPERIENCE

**Brand Designer, Iyana (Jan 2023 - May 2023)**

- Developed designs for US Polo clients at Ishayu, a leading export house.
- Spearheaded end-to-end brand development for new sub-brand, reducing timeline by 40% while maintaining premium quality.
- Led design strategy for Iyana, managing 2 seasonal collections with 15+ designs.
- Implemented streamlined product development process, increasing team efficiency by 30%.
- Managed end-to-end branding and product development cycles, oversaw collection sampling, ensuring cohesive brand experience.

**Team Lead, Pranisha Technologies (Oct 2022-Jan 2023)**

- Directed cross-functional team of 8, achieving 100x growth in social media engagement.
- Managed 12+ client accounts across fashion, Retail, Food, Design & lifestyle sectors with 100% satisfaction rate.
- Established project management framework reducing delivery time by 25%.
- Facilitated collaboration between clients, designers, and content writers, guiding innovative concepts for creative social media posts and reels.
- Unified teams to deliver exceptional service that exceeded client goals.

**Strategic Intern, Poddar Associates (June 2020- Oct 2020)**

- Transformed deadstock carpets into premium pods, reducing manufacturing costs by 60% while maintaining original selling price
- Decreased deadstock inventory by 30% through strategic material utilization
- Increased order volume and sales by developing diverse product options
- Optimized production costs and streamlined export end-to-end product development process

**Creative Intern, Dabble (Aug 2019- Apr 2020)**

- Elevated brand by achieving product rating increase from 3.7 to 4.5 and 40% conversion rate surge through strategic design and marketing.
- Expanded Dabble's market reach via multi-channel campaigns, e-commerce optimization, and authentic visual storytelling.
- Established product-market fit through strategic positioning & community engagement.
- Garnered national recognition for Dabble, culminating in a Shark Tank India feature, validating design effectiveness.

## SKILLS

### Design & Technical

- Product Design & Development
- Branding & Visual Communication
- Design Execution & Production
- Process Optimization & Implementation

### Business & Management

- Strategic Planning & Execution
- Market Analysis & Growth Strategies
- Project & Operations Management
- Client & Stakeholder Relations