

Surbhi Ranjit

Fashion Designer

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Portfolio - [Click here](#)

Summary & Skills

With 11+ years of experience in Buying Houses, Export Houses, and Retail, I specialize in leading dynamic projects and creative teams to develop market-driven, commercially successful designs. My expertise spans trend forecasting, material innovation, and sustainable design solutions, blending technical precision with artistic vision. Having worked extensively with American, European, and UK brands, I bring a deep understanding of global fashion markets, fostering client relationships and driving brand growth. Experienced in international travel for design meetings, sourcing, and business development, I am passionate about pushing creative boundaries while delivering impactful, consumer-focused collections.

Haute Couture & Ready-to-Wear Design | Client Relations & Service Excellence | Technical Design & Tech Pack Development | Embroidery Design & Surface Ornamentation | Knitwear Design & Development | Apparel Design | Graphic Design & Illustration | Trend Forecasting & Market Analysis

Experience

Freelance

Fashion Designer

JAN 2024 - Till Date, GURGAON

Brand Alliances:

HOUSE OF CAROUSÉL
HOUSE OF KARMAH
TONES FASHION
FERMOSCAPES
VELVERY
BAANI STUDIO
INDIAN SUMMER
ÉRDE

As an accomplished freelance designer, I have successfully led the design and production of multiple collections for diverse brands, specializing in high-end, hand-embroidered, and sustainable garments. My expertise spans across various categories, including:

Apparel Design: Conceptualized and developed collections featuring graphic T-shirts, shirts, dresses, and crochet-woven mix-and-match garments, complete with detailed tech packs.

Home Décor: Designed multiple home décor collections, aligning with brand aesthetics and market trends.

Luxury Ethnic Wear: Created an opulent eight-piece ethnic collection inspired by the lotus, showcasing intricate hand embroidery and artisanal craftsmanship.

Kidswear: Designed high-end, hand-embroidered kidswear, including exclusive capsule ranges and personalized garments.

End-to-End Collection Development: Executed full-scale collection development, from base prints and silhouette creation to pattern development and proto sampling.

Driven by a passion for craftsmanship and innovation, I continuously push design boundaries while ensuring commercially viable and market-responsive collections.

GROYYO PVT. LTD.

Design Head(Fashion)

Head of Department

Feb 2022 - Nov 2023, GURGAON

Brand Alliances:

OUSSUM
ANOTAH
HOTTOPIC
FIRST CRY
CAREFORE
GO 4 WINGS
CLOVIA
TOKYO TALKIES
TRUE BROWN

Revenue Management: Led revenue generation through strategic planning, resource allocation, and the development of best-selling, category-expanding seasonal collections.

Client Engagement: Managed client relationships by aligning design strategies with their objectives, preferences, and feedback.

Project Oversight: Directed end-to-end project management, ensuring timely, budget-friendly, and brand-aligned delivery while increasing collection adoption rates.

Departmental Leadership: Set creative and professional standards across categories, overseeing sketch approvals and designing for Plus Size, Missy, and Junior segments in woven and knitwear.

Team Management: Led and mentored a creative team, fostering innovation, skill development, and a collaborative culture to maximize performance and output.

Orient Craft Sweaters Limited

Assistant Manager

Head of Design

Jan 2018 - Feb 2020, NEW DELHI

Brand Alliances:

ZARA
SAINSBURY'S
AMERICAN EAGLE
MARKS & SPENCER
MACY'S:
INC, CHARTER CLUB,
BACKSTAGE, STYLE & CO.

Spearhead design team, create and develop new groundbreaking designs and Concepts. Company designated consultant, representative to clients. Designed for important clients and won applause for tasteful designing and increased clientbase.

Presides over meetings with clients, vendors and suppliers. Oversee quality assurance on all designs prior to final production. Visit Clients overseas to understand the sourcing and make the design production friendly. Collaborate effectively with colleagues, fit with the company creed, core values and demonstrate leadership.

Proficient in technical and aesthetic skills in fashion design, silhouette development, fashion illustration and technical design. Delegate tasks to all members of the design team and provide counsel on aspects of the project.

Impulse International Pvt. Ltd.

Fashion Designer

Team Leader

Nov 2015 - Dec 2018, Ludhiana

Brand Alliances:

NEXT
MONOPRIX
DUNNES
GEORGE

Designed and Developed knitwear collection for Women's wear and Kids. Developed samples Created ready-for-wear line (Circular Knits and Woven) for Kids as part of the portfolio diversification strategy of MONOPRIX. Sketched designs and specs by hand

or through Computer-Aided Design software. Sourced qualified fabric and yarn suppliers. Worked on constant improvement of the whole design process to increase overall efficiency with quality.

Monte Carlo Fashion Limited

Knitwear Designer

July 2013 - Aug 2015, Ludhiana

Produced design concepts for Monte Carlo's signature series and off-the-rack clothing lines. Worked on designs for season collections and also worked on colorways options for the final retail garments. Assisted the head designer before and during buyers' meetings. Coordinated with embroiders and samplers during production.

Conducted trend/fabric research and created inspiration/design/fabric boards. Created tech packs and flat sketches using Adobe Illustrator, Photoshop and Coreldraw. Worked in accordance with the new trend to develop yarns from their own yarn mill. Coordinate with local trims and fabric vendors.

Education

National Institute of Fashion Technology / B. Design

AUGUST 2009 - APRIL 2013, New Delhi

STREAM - Knitwear Design, CGPA - 8.5

Dayanand Anglo Vedic (D.A.V) School / Intermediate

APRIL 2007 - MARCH 2009, Hazaribag

STREAM - PCM, Percentage - 72%

Awards & Recognitions

Star Performer Award

Orient Craft Pvt. Ltd., Gurgaon

Year 2018-2019.

Best Design(Fashion) Award

National Institute of Fashion Technology, New Delhi

Graduation Project. Year 2013.

Personal Details

Date of Birth

31st March, 1991

Languages Known

Hindi & English

Recreational activities

Adventure Seeker, Long-Distance Rider, and Trail Trekker
