



# Hello, I'm Charu Kandpal

Textile Designer



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Bangalore

## EXPERT SKILLS.

User Research  
Design Strategy  
Design Research  
Branding  
Design development  
Product management  
Creative direction

## Languages

English



Hindi



## Interests

Indian Aesthetics  
Natural Dyes  
Traditional Indian textiles  
Handloom weaving  
Vedic Astrology

## About Me.

**Textile designer and Artist**, driven by a passion for creativity and craftsmanship. With experience in Woven textiles, Design thinking and illustration - I bring a blend of technical expertise and artistic flair to my work. I thrive on bringing ideas to life through fabric, color, and texture, always striving to evoke emotions and tell stories through my designs. I'm looking for opportunities to collaborate with multi-disciplinary teams and organisations.

## EDUCATION

- 2016 - 2020 **M.Des. Textile Design, National Institute of Design, Ahmedabad.**
- 2012 - 2016 **B. Des. Textile Design, National Institute of Fashion Technology, Delhi**
- 2016- **CBSE. Loreto Convent, Delhi Cantt**

## PROFESSIONAL BACKGROUND.

- 2023 - Present **Design Manager, Nalli Silks**  
Bangalore
- 2020 - 2023 **Textile Designer, Nalli Silks**  
Bangalore
- 2018 - 2019 **Graduation Project, Raw Mango**  
Delhi
- 2017 **Industrial Trainee, Abraham & Thakore**  
Noida
- 2016 **Graduation Project, Tulsi - Neeru Kumar**  
Gurugram
- 2015 **Industrial Trainee, - Indian August**  
Noida

## PRESENT JOB PROFILE.

### Design Manager, Nalli Silks (2023-Present)

The position encompasses end-to-end management of the organization's private label. The responsibility includes overseeing design launches, production, distribution, strategy formulation, and profit and loss (PNL) associated with the private label. This role involves coordinating with design teams to conceptualize and finalize new designs, ensuring streamlined production processes, formulating effective distribution strategies, and contributing to the strategic direction of the private label. Additionally, I am tasked with managing the PNL by monitoring financial performance, analyzing sales data, and implementing cost optimization measures.

### Designer & Resercher , Nalli Silks (2020-2023)

As a part of Nalli's leadership team, the various roles that were undertaken are :

#### Designing:

- Redesigned and Revived Antique Kanchipuram sarees from Nalli's Archive.
- Designed Nalli's -
  - Wedding saree collection of Kanchipuram & Banarasi Silk Sarees: 'Shringar'. 2023.
  - Diwali collection of Kanchipuram Silk Sarees: 'Indira'. 2023.
  - Embroidered Organza collection: 'Embroidered Romance'. 2023
  - Wedding saree collection of Kanchipuram Silk Sarees: 'Alankar'. 2022.
  - Print collection of Organza Sarees: 'Birds of Paradise'. 2022.
  - Diwali collection of Kanchipuram Sarees: 'Tara'. 2021.

#### Creative Direction:

Creative direction of Nalli's campaigns for private label.

#### Curation:

Campaign: 'Cascade', 2022.

Campaign: 'Lux Cottons', 2022.

Campaign: 'Colourfully Cotton', 2022.

Campaign: 'Manika', 2022.

Campaign: 'Inara', 2021.

Campaign: 'Muhur', 2020.

Campaign: 'Meghavarnam', 2020.

#### Category management:

-Given inputs on merchandising. Curated short and long capsules and premiere sarees.

-Worked in the set up of category calendar in alignment with the annual budget.

-Worked in the setup of the process flow of merchandise.

#### Branding:

Mentored the graphic design team in the creation of landing pages for campaigns, gift vouchers, and product tags.

