

# Rashi Kanodia

Strategy Designer | Fashion Designer | Graphic Designer  
rashikanodia9@gmail.com

## Experience

### Ecco Creative Studio – Business Designer

11/23 - Present

Led the development of the business from inception- creation of the brand identity, including logo design and the establishment of brand voice. Championed creative solutions that aligned with client needs, driving impactful design outcomes.

Streamlined operational processes by implementing efficient workflows, ensuring timely project delivery. Also, shaping the studio's strategic direction, balancing creativity with a results-driven approach to consistently exceed client expectations and strengthen our industry presence.

### Greendigo Organic Clothing – Fashion Designer

02/23 - 07/23

Designed and illustrated babywear (0-2 years), developing prints that reflected market trends and the brand's focus on sustainability. Conducted research on babywear and key certifications like GOTS and OEKO-TEX, ensuring all designs adhered to these standards.

Managed production coordination, overseeing the process from concept to completion, while ensuring factory compliance with certification standards. By maintaining strong communication between the factory and main office, I ensured timely production and high-quality output for each collection.

### Alok Industries Limited – Fashion Designer

04/21 - 02/22

Conceptualized and designed seasonal apparel collections, ensuring fabric selection aligned with current market trends and client specifications. My role also involved crafting corporate logos and creating professional presentations to enhance brand identity and communication.

Facilitated cross-departmental collaboration to ensure seamless project execution, working closely with various teams to meet deadlines and maintain quality across all deliverables.

## Education

### Politecnico Di Milano – MA Strategic Design Management

10/23 - Present

### Pearl Academy – PG Fashion Design

07/18 - 08/20

### Christ University – Bachelor's of Commerce

07/15 - 05/18

## Volunteer

### Rotary Club, Visakhapatnam – NGO full time

### TedxBangalore – Logistics and event organiser

### Pearl Academy Fashion Show – Backstage co-ordinator

## Languages

**Italian** – Beginner

**English** – Fluent / Native

**Hindi** – Fluent / Native

## Principles

Design Thinking, Visual Designs, Prototyping, Sustainability and Ethics, Presentation Design, Human-centered Design, Systems Thinking

## Toolbox

Adobe Creative Suite, Figma, Procreate, MS Office, AI