

KANIKA NAIR

Senior UX / Visual Designer | Design Strategy | Design Systems | AI-Enhanced Design

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LinkedIn: [linkedin.com/in/kanika-248](https://www.linkedin.com/in/kanika-248) • Portfolio: astariabykanika.com

PROFESSIONAL SUMMARY

Design Strategist and Visual Designer with **9+ years of experience** leading end-to-end design initiatives across digital, e-commerce, wellness, lifestyle, and consumer brands. Experienced in translating business and customer needs into scalable **visual systems, digital experiences, content frameworks, and design solutions.**

Strong background in **UX-aligned visual design, design systems, e-commerce experiences, information hierarchy, brand systems, cross-functional collaboration, and DesignOps.** Experienced partnering with stakeholders, production teams, vendors, and creative teams to move concepts from strategy through execution. Uses **Claude, Gemini, and ChatGPT** to accelerate ideation, content development, design exploration, and production workflows.

CORE SKILLS

UX & Visual Design:

UX-Aligned Visual Design • UI Design • Visual Design • Design Systems • Information Hierarchy • Digital Experiences • Customer Experience • Design Thinking • Prototyping Concepts • Content Design

Design Strategy:

Design Strategy • Product & Brand Strategy • E-Commerce • Customer-Centered Design • Campaign Strategy • Content Frameworks • Trend & Market Analysis

Leadership & Collaboration:

Cross-Functional Collaboration • Creative Direction • DesignOps • Team Leadership • Mentorship • Stakeholder Communication • Vendor Management • Workflow Optimization • Documentation

Tools & Technology:

Adobe Photoshop • Adobe Illustrator • WordPress • CRM Workflows • Claude • Gemini • ChatGPT • AI-Enhanced Design Workflows

PROFESSIONAL EXPERIENCE

CHIEF DESIGN CONSULTANT

Santhigram Wellness Kerala Ayurveda — Ayurvedic Wellness Group

Jersey City, NJ, USA | Hybrid | Nov 2020 – Present

- Lead end-to-end **design strategy and visual design** across a multi-entity consumer wellness organization, translating business objectives and customer-facing requirements into scalable design solutions.
- Develop and maintain **brand and visual design systems**, including identity frameworks, visual guidelines, reusable components, and standards across digital and physical customer touchpoints.
- Lead visual design across **e-commerce pages, websites, digital campaigns, social platforms, advertising, pitch decks, and marketing experiences**.
- Apply UX principles to digital experiences by considering **user needs, information hierarchy, content structure, visual consistency, and implementation constraints**.
- Create reusable content and design frameworks that improve **design efficiency, consistency, and scalability** across teams and projects.
- Collaborate with internal stakeholders, external vendors, and production teams to translate concepts into **production-ready digital experiences and assets**.
- Lead design projects from initial concept and visual direction through iteration, stakeholder review, production, and final delivery.
- Establish documentation and asset-organization practices supporting **DesignOps, team collaboration, and efficient design workflows**.
- Use **Claude, Gemini, and ChatGPT** to accelerate research synthesis, ideation, content development, design exploration, and asset production.
- Coordinate multiple concurrent projects while balancing **customer experience, brand consistency, business objectives, and production requirements**.
- Mentor creative contributors and establish standards for visual quality, consistency, and execution.

SENIOR APPAREL DESIGNER

Femmella — Womenswear E-Commerce Brand

Gurgaon, India | On-site | Oct 2018 – Sep 2020

- Led a cross-functional design team developing seasonal collections for major retail and e-commerce buyers including **MAX Dubai Online, AJIO, and KOOVS**.
- Used **trend forecasting, market analysis, customer preferences, and brand positioning** to inform product and range strategy.
- Developed commercially focused product experiences aligned with **customer expectations, brand identity, and market demand**.
- Shifted the range strategy toward **in-house prints and eco-conscious materials**, strengthening product differentiation and brand positioning.

- Streamlined team communication and design workflows, reducing **sampling turnaround time** and improving execution efficiency.
- Coordinated across design, sourcing, merchandising, and production teams to move concepts from ideation through final product delivery.
- Managed design development across **wovens, flat knits, and sweater knits**, balancing creative direction with commercial requirements.
- Integrated brand storytelling and visual consistency across seasonal product collections and customer-facing experiences.

ASSISTANT APPAREL BUYER / DESIGNER

Thread Origin — E-Commerce Exclusive Womenswear Platform

Gurgaon, India | On-site | Jan 2018 – Sep 2018

- Collaborated with independent designers and brands including **Ka-Sha, Poochki, and House of Sohn** to develop exclusive e-commerce capsule collections.
- Conducted product data entry and analysis to support **assortment planning and merchandising decisions**.
- Managed fabric sourcing and vendor acquisition while balancing product requirements, quality, and commercial considerations.
- Translated brand requirements and customer-facing needs into **sale-ready product concepts**.
- Coordinated campaign and outdoor photography projects supporting digital merchandising and customer-facing content.
- Collaborated across design, merchandising, sourcing, and vendor teams to deliver products aligned with business objectives.

ASSISTANT FASHION DESIGNER

Trident Sourcing Solutions — Apparel Design Consulting Firm

Delhi, India | On-site | Jan 2017 – Sep 2017

- Developed prints, silhouettes, and range plans for **SS17 and AW17/18** collections based on trend and market research.
- Translated market insights into commercially relevant design concepts.
- Coordinated with outsourced sampling and production teams throughout the product development lifecycle.
- Managed design revisions and production communication to support quality and timely delivery.

FREELANCE DESIGNER / MERCHANDISER

House Of Zeniaa — Womenswear Online Retail Brand

Delhi, India | On-site | Aug 2016 – Feb 2017

- Led print development for pocket squares and scarves while managing fabric sourcing and vendor acquisition.
- Supported **online merchandising and digital product presentation** for woven-fabric collections.
- Coordinated with designers and vendors to translate creative concepts into commercially viable products.

MERCHANDISER ASSISTANT

Pearl Global Industries Ltd. — Export House

Gurgaon, India | On-site | Mar 2016 – May 2016

- Supported senior merchandising teams on **GAP Kids and Baby Gap** accounts.
- Assisted with sampling, production coordination, and merchandising processes for 100% cotton product lines.
- Developed foundational experience working within global retail workflows, production timelines, and cross-functional teams.

EDUCATION

Bachelor's in Fashion Design

M.K.S.S.S.'s School of Fashion Technology, S.N.D.T. Bombay Women's University

Pune, Maharashtra, India | 2012 – 2016

CERTIFICATIONS

- **Master Digital Product Design: UX Research & UI Design** — Udemy, 2022
- **The Project Management Course: Beginner to Project Manager** — Udemy, 2022
- **Natural Beauty: Cosmetic Labeling for Skincare Formulators** — Udemy, 2022

ADDITIONAL INFORMATION

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Focus Areas: UX & Visual Design • Design Systems • E-Commerce • Customer Experience • Digital Experiences • Design Strategy • DesignOps • AI-Enhanced Design