



Afeefa Hira

Sr. Technical Designer at Alkaram Studio

Karachi, Karachi City, Sindh, Pakistan

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Languages

English (Fluent)

About

A graduate of the Asian institute of Fashion design Iqra University, with a degree in Fashion designing and masters in marketing and merchandising. I'm specialize in fashion illustrations, pattern making and draping and have experience working as a self-taught designer and illustrator on many different projects over the years. I have done numbers of work in the past and waiting for new work.

Designed and created apparel collections, from concept to final production, for a leading fashion brand.

Conducted market research, analyzed trends and customer preferences to inform design decisions.

Collaborated with cross-functional teams, including product development and sourcing, to bring designs to life.

Utilized design software such as Adobe Illustrator and Photoshop to create technical drawings and presentations.

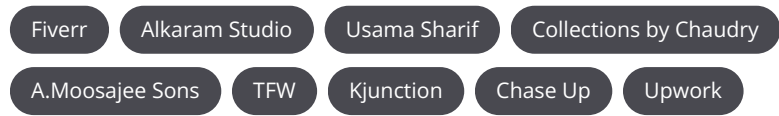
Participated in fittings and provided design adjustments to ensure garments met brand standards and customer expectations.

Managed a design portfolio, presenting collections to internal and external teams, as well as buyers and clients.

Maintained knowledge of textile and trim options, sourcing materials and working with suppliers to bring designs to life.

Mentored and trained junior designers, fostering a positive and creative design environment.

BRANDS WORKED WITH



Experience



● Fashion designer/Technical designer

Fiverr | Jan 2024 - Now



● Sr. Technical Designer

Alkaram Studio | Jan 2024 - Now

Techpack Designer-Women Wear "RTW, MAK, Festive & Rebranding"

● Techpack/Cad designer

Usama Sharif | Jul 2023 - Nov 2023

● Techpack designer

Collections by Chaudry | May 2023 - Oct 2023



● Fashion Designer/Technical Designer

A.Moosajee Sons | Oct 2022 - Dec 2023

● Techpacker

TFW | Sep 2022 - Feb 2023

● Fashion Designer

Kjunction | Aug 2022 - Jan 2023

Designing and Styling



- **Fashion Designer**

Chase Up | May 2022 - Oct 2022

Men's wear department (Western wear)



- **Freelance Fashion Designer**

Upwork | Jan 2021 - Now

- **Fashion Illustrator**

| Jun 2019 - Sep 2022

Education & Training

2020 - 2022

- **Asian institute of Fashion design Iqra University**

Master's degree,

2015 - 2019

- **Asian institute of fashion designing Iqra university**

Bachelor's degree,