



# Akanksha Sharma

Fashion Strategist | Fashion Psychologist | Fashion Designer

Romford, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Hindi (Native)

Bengali (Native)

Korean (Basic)

## About

Hello! I'm a fashion designer with a passion for psychology, specializing in understanding the individual differences in people's fashion preferences. With 3 years of experience in India's AI-led fashion and retail brand, I excel in trend research, colour theory, tech pack creation and print design. Recently, I completed my Master's in Applied Psychology in Fashion from the London College of Fashion, where I deepened my knowledge of psychological factors that influence fashion choices among different generational cohorts.

My unique blend of fashion and psychology expertise makes me an ideal candidate for fashion companies seeking a better understanding of their target audience. My positive attitude and tenacity for tackling new challenges make me an asset to any team, and I firmly believe that failure is just a stepping stone on the path to success. I am excited to bring my skills and knowledge to a company that values innovation and a deeper understanding of its customers.

### BRANDS WORKED WITH

Sarah Sleeba

Career Break

University of the Arts London

Myntra Jabong

Reliance Retail

Shahi Exports Pvt Ltd

## Experience

### Creative Director

Sarah Sleeba | Aug 2023 - Sep 2023

I generated creative concepts through collaborative brainstorming sessions, ensuring a seamless alignment with the designer's brand identity and vision for the ultimate photoshoot. Using thorough research, I effectively communicated these ideas to the designer through the use of mood boards and inspiration boards. Additionally, I helped the designer in planning and coordinating timelines, budgets, and resources. Furthermore, I conducted model dry runs with muslin fits to refine preparations for the photo shoot, and during the final event, I provided artistic direction and guidance to ensure the visual composition of the theme remained aligned.



### Career transition

Career Break | Jan 2023 - Jan 2024

After completing my Master's at UAL, I am currently looking forward to new opportunities where I can utilize my skills and develop my talents.



### Masters Student

University of the Arts London | Sep 2021 - Jan 2023

As a graduate student of Applied Psychology in Fashion, I dedicated my thesis to exploring the intersection of psychology and fashion. My thesis research on the trend of "dopamine dressing" focuses explicitly on generational differences in perception and interpretation of this 'trend', shedding light on the potential impact of fashion on consumer behaviour and well-being.



### Personal goal pursuit

Career Break | Dec 2020 - Aug 2021

After gaining experience in the fashion industry, I felt a strong desire to better understand the psychology behind consumer behaviour and individual differences. I wanted to quench my thirst for knowledge and develop my skills in the field of trend forecasting and applied psychology.

To achieve this goal, I took a career break and enrolled on Applied Psychology in Fashion at UAL to further my knowledge in psychology, trend forecasting, and related fields. Through these experiences, I deepened

my understanding of human behaviour and gained valuable insights into the ways in which trends emerge and evolve.

- **Senior Officer-Design**

Myntra Jabong | Jun 2019 - Nov 2020

After completing a successful internship, I was thrilled to be offered a permanent role at Myntra Jabong. Over the course of 1 year 6 months, I worked as a fashion designer, collaborating with a team to design and develop various collections. I conducted trend research and used data analysis software, including Vorta AI, to predict emerging fashion trends. During my time at the company, I developed valuable skills in design, trend research, project management, and communication. I was able to leverage my creativity and design skills to make significant contributions to the company.

- **Design Associate**

Myntra Jabong | Jan 2019 - May 2019

During my final year internship at Myntra Jabong, I worked on a range of design projects, including my final year collection. With the help of Vorta AI software, I conducted trend research and analyzed vast amounts of data to predict upcoming fashion trends. I collaborated with experienced designers to hone my skills in trend research, colour theory, and technical drawings. The internship provided me with hands-on experience in fabric selection, final garment construction, and an understanding of the brand's marketing and sales strategies, giving me a well-rounded perspective of the fashion industry. Overall, this transformative experience has helped me grow both personally and professionally, and I'm excited to apply my skills and knowledge in future endeavours.



- **Junior Designer**

Reliance Retail | May 2018 - Jul 2018

My summer internship at Reliance Retail helped me gain valuable experience in print design, inventory management, garment sampling and planning a collection. I worked closely with a team of experienced designers, assisting them in developing and creating prints for a kidswear brand within the company. Additionally, I was responsible for taking inventory and organizing garment samples. Towards the end of the internship, I was able to use the skills I had learned to create a collection of my own. The experience was transformative, as it helped me to develop a better understanding of the fashion industry and to further hone my design skills.

- **Junior Designer**

Shahi Exports Pvt Ltd | May 2017 - Jul 2017

I worked briefly in the production and sampling department at Shahi Exports, where I managed the making of garment samples. This involved overseeing embroidery and print placements, stitching, pattern cutting, labelling, fabric selection, and liaising with factories. The experience helped me to develop my project management skills and knowledge of the garment production process, while also learning to communicate effectively with multiple stakeholders to ensure that projects were completed on time and to the required standard.

## Education & Training

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2021 - 2023

- **University of the Arts London**

MSc Applied Psychology in Fashion,

2014 - 2019

- **National Institute of Fashion Technology India**

Bachelor's degree,