



Archana Sankar

Graphic Designer | Digital Merchandising | Apparel Designer

Detail-oriented and impact-driven graphic designer professional, with a strong foundation in design, trend research and cross-functional coordination. Experienced in translating market trends and performance data into actionable insights, supporting planning, design finalization and product development stages.

✉ archanaa.s@gmail.com

☎ +971 568489921

📍 Dubai, United Arab Emirates

🌐 [linkedin.com/in/sankar-archana](https://www.linkedin.com/in/sankar-archana)

WORK EXPERIENCE

PetBae

Pet Care Platform

04/2026 - present

Dubai

Marketing & Client Relations

- Manage customer enquiries and drive bookings by connecting pet owners with suitable, verified sitters based on their requirements.
- Coordinate between pet owners and sitters, assisting with availability, booking arrangements, pricing discussions, and resolving queries throughout the process.
- Previously supported PetBae's social media content and communications, creating customer-facing content while building strong relationships with pet owners and sitters across the platform.

WEEP

Streetwear Brand

06/2025 - 01/2026

India

Fashion Designer

- Conceptualized and designed a graphic T-shirt capsule within a 7-day timeline, translating creative briefs into streetwear graphics. Supported identification of products for promotional activities. Prepared production-ready tech packs in 5 days including graded size charts, detailed BOMs.
- Designed original vector artwork and conducted comparative trend research.

GAP

Pearl Global Industries Ltd.

06/2023 - 07/2025

India

Assistant Fashion Designer

- Researched S/S 2026 trends and developed mood boards to commercially aligned womenswear collection teams.
- Coordinated development of two womenswear collections from visual design finalization to production readiness.
- Created Excel-based tracking systems to monitor development stages and streamline workflow management.
- Assisted in planning and Open-to-Buy processes, including basics forecasting and end-of-season analysis to drive future strategy. Managed fabric and lace sourcing and created organized trim boards.
- Contributed to pre-market analysis packs merchandisers and buyers to meet commercial goals

EDUCATION

National Institute Of Fashion Technology

B.Des- Fashion Design

Mount Carmel College

Higher Secondary

SKILLS

Canva

Procreate

Adobe Photoshop

Adobe Illustrator

Image Editing

Forecasting

Adobe Indesign

Affinity 3D

Visual Storytelling

Microsoft Excel

SEO

Inter-personal communication skills

Stakeholder management

KEY PROJECTS

MENSWEAR COLLECTION

- Designed a range of visual menswear silhouettes and color palettes inspired by the 7 chakras for the 20–25 age demographic, translating spiritual concepts into wearable designs.
- Produced 7 complete garments from raw materials to finished product. Created contemporary adaptations of traditional fabrics and motifs using dyeing and block-printing techniques.

CRAFT BASED COLLECTION

- Researched the Chakhesang tribe of Nagaland, India exploring their fabric heritage, traditional garments, and cultural motifs.
- Designed brochure, contemporary silhouettes and produced a complete ensemble (shirt, waistcoat, and pant).

Cultural Club President

- Developed the annual festival calendar and conceptualized the theme for the flagship cultural festival.
- Content QC for the social media page.
- Oversaw the planning and execution of multiple cultural events conducted throughout the year, including planning, logistics, on-ground implementation and securing sponsorships.

CERTIFICATION

Google Analytics Certification (04/2026)

WEBSITE

Design Website

<https://www.atelierdegran.com>

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Malayalam

Native or Bilingual Proficiency