


# ANANYA GUPTA

## CONTACT

 Kowloon, Hong Kong

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## EDUCATION

### Parsons School of Design, The New School

New York, NY  
2018 - 2022

- BFA Fashion Design, graduated with Honors
- Communications Design Minor

### Parsons X Special Olympics

Spring 2021 Semester

Class work featured in:

- WWD
- Mission Magazine
- NYFW
- Popsugar
- Forbes



## SKILLS

- English, Hindi and Conversational Mandarin
- Creative Adobe Suite (Photoshop, Illustrator, Indesign etc.)
- HTML, CSS and Javascript
- Specialized in Technical Design, Activewear and Accessories Design
- PLM Software
- Blender & CLO 3D (CAD program)
- Digital photography and film cameras

## WORK EXPERIENCE

### J.Crew (Womenswear)

Freelance Design Assistant

New York, NY

July 2022 - June 2023

- Created 120+ technical garment/ product flats and CAD renderings across multiple seasons, to efficiently and quickly meet deadlines.
- Collaborated in accessory and bag designs that launched in 100+ J.crew stores across America.
- Restructured design inventories and redesigned visual line plans to optimise workflow in team meetings.
- Supported team by managing PLM responsibilities, updating BOMs and requesting lab dips for upcoming seasons

### Super Fly Dope Squad

Digital Fashion Illustration Freelancer

New York, NY

Feb 2022 - Mar 2023

- Delivered fashion illustrations for a start-up NFT brand under tight time constraints.
- Honed digital illustration and garment rendering skills on a diverse range of skintones and bodytypes.
- Expanded knowledge on technical garment construction.

### West X East

Design and Illustration Intern

New York, NY

May 2020 - Aug 2020

- Assisted cofounders on 30+ custom designs, producing garment illustrations, CAD renderings and mood boards for client orders
- Helped develop the app interface and digital assets (tech flats and color library) for a customisable garment try-on prototype
- Worked with colleagues via daily, online meetings, cross collaborating successfully in a business project
- Integrated illustration and video in promotional content to enhance social media outreach

### Akar Skin

Marketing Intern

Hong Kong

May 2019 - Aug 2019

- Collaborated with a team to develop website banners, social media campaigns, posts and icons, boosting online customer interaction by 19%
- Revamped company brand deck and logo to establish strong brand identity for clients and potential investors
- Updated product packaging design to appeal to new target market, which launched in 4 countries and 20+ stores
- Worked in several capacities; photographed product and company photoshoots, wrote copy for marketing assets