

Karishma Samala

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Professional Summary

Merchandising and product development professional with experience across assortment planning, vendor coordination, sampling, sell-through analysis, and cross-channel inventory management in apparel and home categories. Skilled at translating market and consumer insights into commercially viable product decisions, with hands-on exposure to the full product lifecycle from concept to retail execution.

Education

Savannah College of Art & Design

Master of Arts, Luxury & Brand Management | GPA : 4.0/ 4.0

Graduated May 2026

Savannah, USA

National Institute of Fashion Technology

Bachelor of Design, Textile Design & Minor in Fashion Design | GPA: 3.6/ 4.0

Graduated May 2024

Bhubaneswar, India

Professional Experience

Amazon x Gen Pheonix x SCADpro Collaboration

Designer

Savannah, USA

09/25 - 11/25

- Collaborated with Amazon Devices and Gen Phoenix to design Kindle accessories using sustainable, regenerated leather; **10 of 30 concepts shortlisted** for further development. Conducted **trend and consumer research** to inform product assortment recommendations, translating insights into commercially viable concepts with a **multi-disciplinary team**.

Translate Ikat India

Assitant Textile Designer

Hyderabad, India

06/24 - 02/25

- Conducted **market and competitor research** to identify trend opportunities and inform seasonal textile, silhouette design and assortment direction. Created **line sheets, tech packs, and costing sheets** to support production and merchandising handoffs
- Managed product development and merchandising for approximately **250 SKUs across 4 seasonal Ikat collections** (wool, cotton, silk), coordinating sampling, costing, and vendor timelines for **3 retail stores and an online channel**
- Managed **Shopify backend for 200+ SKU listings**, product uploads, inventory tracking, and order flow improving listing accuracy and reducing peak-season errors
- Tracked **purchase orders** and **resolved vendor discrepancies** to support on-time product fulfillment; maintained Excel-based sales and inventory trackers to inform **sell-through analysis** and stock decisions
- Built a **standardized fabric documentation system** detail sheets with attached fabric repeats, organized by collection, and backfilled records for 7-10 existing collections, creating the **brand's first organized reference archive**
- Co-managed 2 professional product photo shoots covering **80-100 SKUs each**, coordinating styling, shot lists, and production timeline

Art India

Textile Design Intern

Jaipur, India

01/24 - 04/24

- Designed and managed end-to-end development of a **27-SKU cushion cover collection** for **2 international buyers** from concept and spec sheets through **sourcing, sampling, and costing** ensuring designs met buyer requirements and production feasibility
- Designed **45 concepts per collection**, narrowing to 12-15 for sampling based on buyer requirements, costing, and production feasibility. Collaborated with artisans on techniques including cut shuttle weaving, patchwork, kantha, and tie-dye

NSL Textiles Ltd.

Textile Design Intern

Hyderabad, India

06/23 - 07/23

- Worked across **10 dobby and jacquard** weave structures and **25 seasonal prints**, coordinating with design and production teams on trend alignment and manufacturing feasibility.

Academic Projects

Global Distribution Strategy | RH: Developed a market entry and merchandising strategy for RH's expansion into Dubai, by analyzing consumer demand and competitive positioning, covering assortment planning, retail space allocation, and distribution strategy.

Supply Chain Management for a new company | WHITE FIG: Built an end-to-end supply chain strategy for a startup apparel brand, covering vendor selection, sourcing, product costing, inventory planning, and distribution to support margin and profitability targets.

Skills

Software: Excel (pivot tables, VLOOKUP, SUMIFS), PowerPoint, Word, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Shopify

Professional: Communication & Presentation, Cross-Functional Collaboration, Research & Analysis, Attention to Detail, Time Management, Strategic Thinking, Problem Solving

Industry Relevant: Assortment Planning, Purchase Order Management, Vendor Coordination & Communication, Sell-Through Analysis, Trend Forecasting, Supply Chain Planning, Tech Pack Creation, Line Sheets, Sampling & Product Development, Pricing Strategy, Retail & Distribution Strategy, Garment Construction, Weaving, Print Development, Lab Dip & Strike-Off Review, Quality Control

Certifications & Training: Inside LVMH - Creation & Branding, Operations & Supply Chain | **LinkedIn Learning** - Excel Essential Training | **SCADamp Certification** - Professional Presentation and Communication