



UMANG WARIKOO

DESIGNER + CONSULTANT

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PROFILE

Over the past 12 years, I've crafted impactful and inventive design solutions while collaborating with a diverse range of clients, including prominent global retail and marketing brands, as well as non-governmental organisations and emerging startups. I possess an unwavering passion for the world of design. My goal is to help brands push the boundaries of creativity by leveraging cutting-edge design tools and the empathetic touch needed to create distinctive, captivating, and purposeful products.

SKILLS

- Adobe CC: Photoshop, Illustrator, InDesign, After Effects, Figma, MS Office
- Creative and Marketing strategies, research, analysis and applications
- Conceptualisation, visualisation and execution of campaigns, events and marketing collaterals : Print design, web design, infographics, advertising, typography
- Identity design: Logo, UI, packaging, brand collaterals etc.

PROFESSIONAL EXPERIENCE

Nov 2022- Present | Freelance Designer & Consultant | Paris, France

- Brand consultant for Match Group - Conceptualise and develop brand creatives and collaterals for campaigns, press launches, events, social media and in-app marketing.
- Creative consultant for Marketing agencies like Publicis Groupe and Diaspore Media for brands like Shell, FCUK etc
- Working on apparel graphic and design ranges for retail startups and global leaders like Kontoor Brands

2020 - 2022 | Co-Founder & Creative Director - Vitamin B Designs | Paris, France

- Bootstrapped and grew the company, expanding market reach with effective creative and communication strategies, product ranges, graphics, and brand identity for brands like Kontoor Brands, Fila, VF brands, Aditya Birla, etc.
- Directed 15+ employees and collaborated with 30+ partners and clients from startups to global leaders, cultivating strong relationships with clients, vendors, and community
- Collaborated with multiple designers and marketing teams to ensure on-time, within budget project delivery

2015 - 2020 | Design Manager - Kontoor Brands (ex-VF Brands) - Wrangler | Bangalore, India

- Led the graphics and knits division for Wrangler India, managing design ranges from research to final development
- Collaborated with vendors, merchandising, and sourcing teams to ensure on-trend, cost-effective collections aligned with the brand ethos
- Coordinated with global teams from Hong Kong and Europe, leveraging best practices
- Assisted the marketing team in building seasonal stories and campaign visuals that resonated with target customers

2013 - 2015 | Graphics & Apparel Designer - Tata-Trent (Westside) | Mumbai, India

- Created innovative designs by understanding the market needs while meeting the brand's vision and standards and working closely with the vendors and buyers
- Stayed on top of emerging trends and global industry practices by collaborating with Paris based design consultancy Carlin
- Created brand identity for the Kidswear sub brands Hop Kids and Y&F

2011 - 2013 | Graphic & Apparel Designer - Amigo Sport Pvt. Ltd. | Mumbai, India

- Designed menswear for Dunlop, Donnay, and No-Fear, managing design ranges from research to final development
- Aligned with the global brand language while resonating with the domestic target audience, market, and its needs
- Collaborated with vendors and buying teams, providing insights and recommendations to create innovative and profitable collections

STRENGTHS

- Creative & Innovative thinking
- Team work & Collaboration
- Adaptability
- Project Management

EDUCATION

2007- 2011
 Bachelor of Design
 National Institute of Fashion Technology, Mumbai, India

LANGUAGES

- English - Bilingual proficiency
- French - Beginner
- Hindi - Native
- Kashmiri - Native

HOBBIES

- Dance
- Discovering new music
- Explore new places
- Trying new cuisines