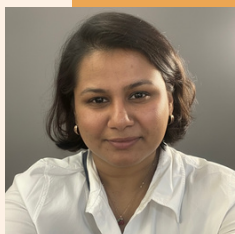


UX Research & Design



Namrata Samel

+91 9833677780 | namrata,samel@gmail.com

<https://www.namratasamel.com>

Designer who speaks business. 14 years (apparel) leading product categories, cross-functional teams and market strategy, just wrapped up with M.Des (Experience Design) at NIFT Mumbai (CGPA 8.6). Seeking leadership roles where design and business impact are the same thing.

Design Skills

- UX Research
- UX Designer
- Design Strategy
- Accessibility Design
- Design Thinking

Business Skills

- Stakeholder Management
- Team Leader
- Category Management
- Trend Forecast

Certifications

UX Design Professional
Google Coursera . 2022

Certified Usability Analyst
HFI / Nasscom Gold .
2023

Design for Accessibility
Udemy . 2025

Design Leadership Sprint
Zeux . 2025

Language of Design
CAL Arts . 2025

Tools

Figma. Adobe(Basic).
Microsoft Office.
Dovetail. Claude. Hotjar.
SAP.



UX Experience

Dec'2025-April'2026
July'2025

Intern- Technology

**Cactus
Communications**

Mumbai

June'2025-Aug'2025
UX/UI - Intern

**Aditya Mendiratta
Studios LLP**
Mumbai

June'2025-Aug'2025
Lead UX - Intern

GetNomik
Remote, India

- Researching Ethical UX for an AI-powered academic writing tool - Enhancing literature discovery workflow (Masters dissertation) and recommending design solutions based on this for Paperpal.
- Collaborating with Product, Research & Design team and giving feedback on enhancing the product. (Worked on onboarding & check out process of Paperpal, and comparative study for Preflight
- Designed UX/UI and digital brand assets for the studio's website
- Focused on brand expression, usability and visual coherence across all touchpoints
- Led a team of UX designers and guide all design decision-making across the product
- Structured end-to-end user flows, wireframes and overall experience strategy
- Acted as primary point of coordination between the design team and stakeholders

More Work Experience PTO..



Education

2026	National Institute of Fashion Technology, Mumbai Experience Design CGPA 8.6
2012	Symbiosis Centre of Distance Learning PGD Retail Manangement Grade A
2009	University of Mumbai Bachelor in Arts, Sociology Pass
2007	Rachana Sansad, MSBTE Diploma in Fashion & Textile Design First Claas

More Experience

Oct'2020 - Aug'2024

Category Head | Veas Exports Pvt. Ltd, Mumbai

Responsibilities

- Led end-to-end category strategy for Kashkha, Middle-East, Far-East and Paris markets.
- Managed and mentored cross-functional teams across design, sourcing, merchandising and production
- Acted as primary liaison between buyers, design teams and factories, aligning business and creative goals
- Drove decisions balancing cost, quality, timelines and market trends; design and launched capsule collections

Oct'2019 - Oct'2020

Merchandiser | Creative Textile Mills Pvt. Ltd, Mumbai

- Managed merchandising operations for shirting fabric across multiple international clients
- Coordinated with textile mills on production, quality control and design alignment

Jan'2014 - Sept'2019

Merchandiser | V.S. Exports (Kashkha & Scarves & Glitters)

- Translated buyer briefs into market-relevant product strategies using trend forecasting and consumer insights
- Helped establish a digital print design team, contributing to a new product vertical



Academic Work

- Dissertation: Ethical UX in AI-Powered Research Tools - Enhancing Literature Discovery Workflow
- MSRTC Redesign: Redesigned website and mobile app for Maharashtra's state transport to improve usability and accessibility
- AR/VR Experience: Co-created an immersive AR/VR pilgrimage experience for elderly users unable to travel
- Research Themes: AI-Driven Dark Patterns · Designing Happiness (Disney) · Craft Cluster - Morazha Weavers · Travel & Tourism Trends
- Vice President – ESSE Club (Environmental, Social Service & Ethics), NIFT Kannur, 2024-25



Early Career

- Assistant Stylist · StarCJ Alive 2010-2011
- Designer & Jr. Merchandiser · Hallmark Industries 2008-2010
- Faculty – Fashion Illustration · JD Institute, Mumbai 2007-2008

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