



Hello, I am Namrata Samel

Contact

<https://www.namratasamel.com>

[linkedin.com/in/namratasamel](https://www.linkedin.com/in/namratasamel)

https://www.behance.net/namrata_samel



+91 9833 6777 80



namrata.samel@gmail.com



Mumbai, India

Experience Designer

Profile

An aspiring UX designer with 14 years leading in apparel design and production, Pursuing my Master's in Design at NIFT, Mumbai. I am passionate about creating intuitive user experiences through research, design thinking, and innovation.

Education

2024-2026

Masters Of Design,
National School of Fashion
Technology, Mumbai

2012

PGD Retail Management,
Symbiosis Centre of
Distance Learning

2009

**Bachelor in Arts,
Sociology,**
University of Mumbai

2007

**Diploma in Fashion &
Textile Design,**
Rachana Sansad, MSBTE

Academic Work

Vice President of ESSE Club(Environmental, Social Service & Ethics Club),
NIFT, Kannur. 2024-2025
Redesigned MSRTC Website & App.
Academic Research: AI driven dark patterns and UX design role, Designing
Happiness: Analysing Disney's Strategies for Creating Immersive and
Emotionally Resonant Experiences.
Craft Cluster Project: Morazha Weavers Co-operative Society, Kannur.

Work Experience

Internship

Aditya Mendiratta Studios LLP- UX Intern - Designed UI - June'25 -July'25

GetNomik- Lead UX Intern- June'25-July'25

Cactus Communications - Intern, Technology - July'25

Category Head

Veex Exports Pvt. Ltd



Oct 2020-Aug 2024

Head India Team for Kashkha Dubai and Kashka Middle East at Veex
Exports, overseeing design, production, and market strategy.

Merchandiser, Shirts

Creative Textile Mills Pvt. Ltd.



Oct 2019-Oct 2020

Merchandiser

V.S.Exports

Jan 2014-Sept 2019

Asst. Costume Stylist, StarCJ Alive, Nov'2010-Apr'2011
Fashion Designer & Merchandiser, Hallmark Industries. Apr'2009-May'2010
Faculty - Fashion Illustrations, JD Institute of Fashion Technology, Mumbai,
June'07-Feb'08

Skills



Figma



Adobe PS



Procreate



MS
Office



Certifications

May 2025

Design for Accessibility,
Udemy

Feb 2023

Usability Analyst, Gold,
NASSCOM (Govt. of INDIA)

Dec 2022

**Certified Usability Analyst Course
and Service Design,**
HFI

April 2022

UX Design Professional,
GOOGLE Coursera

Hobbies



Personal Skills

Teamworker, Social, Organized, Observant, Learner

Currently studying at NIFT, Mumbai & looking for Graduation Project to work on, in UX Domain