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BEHANCE
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APPAREL GRAPHICS & STREETWEAR DESIGNER

Versatile Apparel & Apparel Graphic Designer with a proven background in brand development and end-to-end product lifecycle management. Skilled in transforming complex design concepts into market-ready assets, with a deep understanding of production constraints, material application, and print technology. A strategic thinker who balances high-level creative vision with technical execution to drive brand consistency and product quality.

CORE SKILLS

Technical Skills

- Adobe Illustrator (Vector Graphics)
- Adobe Photoshop (Raster Graphics)
- clo3D
- Print-Ready Artwork Preparation
- Mockups & Product Visualization

Print Production Knowledge

- Screen Print Artwork Preparation
- Digital Garment Print (DTF,DTG,etc)
- Understanding of Print Techniques & Limitations
- Production Workflow Management
- Apparel Design & Development: Technical Packs (Tech Packs), Garment Construction, Silhouettes & Fit, Pattern Making oversight, Prototype & Sample Refinement.
- Fabric & Material Sourcing: Textile Selection, GSM/Canvas & Heavyweight Fabrics, Trim Sourcing,

Creative Research

- Trend & Cultural Research
- Market Targeting
- Competitor Research
- Concept Development for Fashion Graphics
- Translating References into Original Artwork
- Balancing Creativity with Commercial Viability

PROFESSIONAL EXPERIENCE & PROJECTS

Creative Director, Designer and Founder

Oct 2020 - Present

DSTN.CO | DISSTORTION dstn.co.in

- Founded and developed an independent streetwear brand from concept to launch, managing the full design and production pipeline single-handedly.
- Designed 300+ apparel mockups including hoodies, t-shirts, and streetwear pieces with original graphics and placements.
- Created 250+ graphic t-shirt designs using various visual styles ranging from minimal typography to detailed illustration-based artwork.
- Conducted trend research focused on Gen-Z culture, streetwear aesthetics, and emerging fashion movements to create commercially relevant designs.
- Applied strong color theory knowledge and color separation techniques to prepare graphics for screen printing and other garment printing methods.
- Developed production-ready artwork considering print techniques, material limitations, and vendor specifications.
- Managed complete production workflow from concept development, artwork preparation, manufacturer coordination, and final product manufacturing.
- Successfully produced and sold apparel collections, generating profitable sales through targeted marketing and Gen-Z-focused brand positioning.
- Designed and launched the brand's e-commerce website, managing product presentation and visual branding.
- Collaborated with local Gen-Z cultural events to promote the brand and sell merchandise, strengthening market reach and audience engagement.

Brand & Visual Designer

Brand Hype | New Delhi , India (Jan 2025 - Feb 2026)

- Brand Identity & System Design: Conceptualized and executed cohesive visual identity systems, logos, and custom typography for 50+ independent apparel brands, ensuring strong visual consistency and market differentiation.
- Client Strategy & Design Execution: Translated client mood boards, brand positioning briefs, and cultural references into original, commercially viable streetwear graphics and brand assets without derivative imagery.
- Packaging & Unboxing Experience: Designed custom packaging systems, including custom poly mailers, woven neck tags, hangtags, tissue paper, and promotional sticker packs to elevate the end-to-end unboxing experience.
- Collaborated closely with marketing and social media teams to understand creative requirements and deliver work within set deadlines

Apparel Designer

HZYCLO.COM

HZY | New Delhi, India March 2026 – Present * Conceptualize and execute comprehensive, in-house visual assets for a luxury fashion brand, managing the creative transition from initial ideation to final product.

- Design original t-shirt graphics, custom apparel silhouettes, and high-fidelity technical packs (tech packs) to streamline the internal, vertical manufacturing pipeline.
- Fabric Sourcing & Material Selection: Sourced specialized fabrics (such as 150 GSM heavy canvas for workwear sets and custom heavyweight fleece), trims, and hardware, balancing durability, texture, and cost-effectiveness.
- Pattern Making & Sampling Supervision: Worked hands-on with sampling and production teams to oversee pattern development, test prototypes, and refine boxy streetwear silhouettes, ensuring structural integrity and desired drape.
- Quality Control: Conducted rigorous quality checks on samples and finished garments, resolving issues in construction, stitch density, and fit before mass production.
- Collaborate directly under the Creative Director to translate brand vision and overarching seasonal themes into market-ready garments, seamlessly blending directed creative concepts with a signature industrial, maximalist artistic style.
- Produce daily ad creatives for social media, tailoring visuals to campaign goals and platform specs.
- Design e-commerce and website graphics, from product banners to promo assets, maintaining brand consistency across all digital touchpoints.
- Oversee end-to-end product development for every in-house article, ensuring meticulous attention to material applications, construction specifications, and structural design integrity.
- Manage the end-to-end production of screen-ready designs, executing complex color separations for traditional screen printing while optimizing digital graphic layouts for both DTG (Direct-to-Garment) and DTF (Direct-to-Film) printing workflows.

PROJECT

Artworks

MULTIPLE BRANDS (FREELANCE)

- Designed and delivered 200+ original, non-derivative streetwear graphics aligned with client brand identity and audience demographics. Prepared production-ready files optimized for screen printing and DTG, ensuring proper resolution, vector scalability, clean color separations, and efficient workflows (AI/PSD).

Creatives

(FREELANCE) : SFM POSTERS

- Designed 50+ high-impact promotional posters for digital marketing and social media channels under tight deadlines.
- Created diverse, multi-style graphics using illustration, typography, and layout principles for both digital media and physical apparel.

Creative Assets Designer

Clixsick Creative (Visual Design Project) : clixsick

- Developed video-focused visual assets, including custom overlays, transitions, and branded graphics for promotional and social media content.
- Built motion-ready graphic systems (title cards, lower-thirds, and UI elements) integrated seamlessly into video editing workflows.

Organic Workwear : project link

- Original Textile Development: Engineered a custom digital print from scratch, transitioning from initial graphic concept to a unique, functional surface design for a cohesive streetwear set.
- Technical Fabric Sourcing: Selected 150 GSM canvas for its optimal balance of durability and print clarity, ensuring the heavy-duty "workwear" aesthetic while maintaining high-fidelity ink absorption.
- Precision Digital Mockups: Developed detailed 2D mockups to map graphic placement accurately across complex pattern pieces, such as reinforced double-knee panels and jacket yokes.
- End-to-End Construction: Supervised the final assembly and sewing process to ensure the "boxy" streetwear fit and structural integrity matched the original design specifications.

EDUCATION

Manipal University Jaipur, Rajasthan

B.Tech in INFORMATION TECHNOLOGY