



RITIKA KUMARI

COMMUNICATION DESIGNER &
VISUAL MERCHANDISER

CONTACT

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🌐 [Behance Link](#)

EDUCATION

2020

NATIONAL INSTITUTE OF FASHION
TECHNOLOGY, BENGALURU

- Bachelor of Design

2015

MAGADH UNIVERSITY

- Bachelor of Science

2012

CBSE 12TH NAZARETH ACADEMY

2010

CBSE 10TH NAZARETH ACADEMY

SKILLS

- Graphic Design
- Fashion Styling & Mannequin Presentation
- Photography
- Makeup Artistry
- Leadership & Team Collaboration
- Adaptability & Flexibility
- Project Management & Strategic Planning
- Integrity & Professionalism

PROFILE

Fashion Communication graduate from NIFT, Bengaluru, with expertise in visual merchandising and graphic designing for global brands like Levi's and Puma. Skilled in graphics, styling, and campaign execution across diverse regions, I bring creativity, meticulous planning, and strong leadership to every project. Driven by punctuality and dedication, I seek a role to contribute and grow within a dynamic fashion-focused environment.

WORK EXPERIENCE

BABYSHOP - LANDMARK GROUP

JAN 2025 - PRESENT

Assistant Manager VM at Babyshop India

- Spearheaded the planning and launch of Exclusive Brand Outlets (EBOs) across India.
- Designed window displays, props, and artworks aligned with brand guidelines for nationwide implementation.
- Ensured the timely execution of visual merchandising strategies across all stores.
- Conducted virtual tours/visits to EBOs, ensuring adherence to VM standards.
- Developed a comprehensive Visual Merchandising Training Guide to enhance in-store team capabilities.

LEVI STRAUSS INDIA PVT LTD.

JAN 2022 - JAN 2025

Creative Associate at Levi's (SAMEA)

- Designed window and in-store artworks for the SAMEA cluster (South Asia, Middle East, Africa, and Turkey), ensuring alignment with global brand guidelines and current market trends.
- Developed and communicated campaign execution docket, providing clear guidance to VM leads across regions.
- Led the design and planning of line presentations, seasonal launches, and various campaigns across the cluster, along with training VM leads for seamless implementation.
- Compiled wrap-up reports for campaign executions and store openings, offering insights to support future strategies.
- Calculated quarterly budgets based on projections, generated IO requests, and secured necessary approvals.
- Managed PO generation, provided a detailed expense summary, and handled PO sharing and invoice submission for streamlined financial processes.

ARSENAL

- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE INDESIGN
- ADOBE LIGHTROOM
- CORAL DRAW
- FUSION 360
- AUTOCAD

LANGUAGES

- English (Fluent)
- Hindi (Fluent)

Puma India

APRIL 2021 - JAN 2022

Cluster Visual Merchandiser & Assistant MBO Concept Designer at Puma India

- Planning and opening of Exclusive Brand Outlets, Factory Outlet, Hybrid & SIS stores in the Karnataka region.
- Designing windows and artworks for Pan India MBO doors according to the global guidelines.
- Launching campaigns and key initiatives within the timeline.
- E-audits/ virtual tour/ visit to EBO doors covering all VM aspects.
- Streamlining SIS doors / EBO doors for upcoming seasons.
- Training the store team to ensure all VM parameters are followed for store keep-up and openings.

BRAINHALL CREATIVE

AUG 2020 - MAR 2021

Trainee Designer

- Designed Glorifier & Wall Hanging signage for Ballantine's.
- Designed Packaging for Bikaner and Gopal Das.

UNDER ARMOUR INDIA

JAN - APRIL 2020

Visual Merchandising Intern

- Contributed to the planning and opening of new stores in the North region.
- Developed a comprehensive Visual Merchandising Training Guide to equip in-store teams and VM champions with essential skills.
- Designed an innovative tool to streamline store openings, in-season management, and seasonal/campaign visual merchandising.
- Assisted in the production of props and the execution of brand campaigns within stores.
- Created a pandemic-specific retail re-opening plan for Under Armour stores, ensuring customer safety aligned with global guidelines.
- Designed in-store props and visuals, enhancing the shopping environment and brand presentation.
- Conducted assortment planning and fixture allocation to optimize store layouts and product displays.

PUMA BENGALURU

MAY - JULY 2019

Visual Merchandising Intern

- Played a key role in opening the new Forever Faster Factory Outlet in Bengaluru, featuring an innovative box format unique to this location.
- Developed the Forever Faster Factory Outlet Manual, providing comprehensive guidance on visual merchandising and fixture standards for factory outlets.
- Created wall elevations for key accounts such as Lifestyle, Central, and Shoppers Stop, ensuring brand consistency for monthly updates.
- Designed wall elevations for the Shangri La Colombo store in Sri Lanka, adhering to floor plans and fixture specifications.
- Produced backend store artworks, Metro Cash & Carry banners, and e-invites for office events, supporting brand visibility and engagement across various platforms.

VEDANTU

MAY - JULY 2018

Graphic Designing Intern

- Developed interactive and visually engaging PowerPoint presentations for Vedantu, tailored to Class XI and XII students. Each presentation adhered to brand language, enhancing the learning experience and brand consistency.