

MAHIMA

Retail Design & Visual Merchandising Professional

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PROFESSIONAL EXPERIENCES

IKEA HYDERABAD

Aug 2021-Present

Visual Merchandiser

- **Leadership:** Part of the iLead 25 batch (future leaders development program).
- **Store build-up:** Cross functional collaboration in XS store commercial build-up for the Mumbai market, successfully setting up the store while addressing operational challenges.
- **Rebuild:** Spearheaded workspaces rebuild, increasing sales by 16%, improving product visibility and customer navigation for better buying decisions.
- **Seasonal activities:** Designed and led multiple launch implementations, conducting cross-functional workshops to ensure seamless execution. Developed a balance between global strategies, local market trends, and store priorities in product presentations. Designed store media to enhance seasonal product focus, resulting in a 40-60% sales increase.
- **ROI Analysis:** Managed project budgets, conducted ROI analysis, and ensured cost-effective execution aligned with financial goals.
- **Awards:** Awarded iShine Award for Outstanding Performance (FY24, Tertiary 1).
- **Vendor management:** Oversaw purchase order processing, and external material procurement.

SOCIAL PANGA MARKETING AGENCY

Sept-Oct 2020

Graphic Design Associate

- **Campaign Docket:** Created a social media campaign docket for a lifestyle fashion brand.
- **Communication package:** Designed festive communication packages for Hindustan Coca-Cola Beverages.

GRADUATION PROJECT | CHUMBAK DESIGN

Jan-April 2020

Visual Merchandising Intern

- **Analysis:** Conducted in-depth analysis of store formats and customer behavior to optimize retail merchandising strategies.
- **Launch plan:** Developed a comprehensive Spring-Summer 2020 (SS20) fashion collection launch plan, including planogram design and in-store execution for all store formats across India.
- **Execution:** Led execution of merchandising plans in select stores, ensuring alignment with brand guidelines.
- **Training & Workshop:** Conducted training workshops for regional Visual Merchandisers to ensure consistent implementation of SS20 collections.
- **Follow up:** Monitored weekly planogram performance and maintenance across regions to optimize visual merchandising effectiveness.

EDUCATION

Bachelor of Design in Fashion Communication

National Institute of Fashion Technology, Patna

- **Focus areas:** Visual Merchandising, Space Design, Graphic Design, Photography, Fashion Journalism.
- **Awards:** Silver medal winner in Visual merchandising at India Skills Competiton, 2018
- **Leadership:** Member of students committee. Collaborated with media for college fest press releases.

SKILLS & COMPETENCIES

- Visual Merchandising Strategy & Execution
- Retail Space Planning & Optimization
- Customer Flow & Experience Enhancement
- Seasonal & Thematic Product Launches
- Cross-functional Team Collaboration
- Budgeting & ROI Analysis
- Vendor & Purchase Order Management
- Graphic & Media Design
- Leadership & Training

TECHNICAL SKILLS

- **Design & Visualization:** Revit 2022, SketchUp, Adobe Illustrator, Adobe InDesign, AutoCAD
- **Data & Analytics:** Microsoft Excel

ADDITIONAL ACTIVITIES & ACHIEVEMENTS

- Member of the Cost Prevention Group, reducing expenses across functions.
- Contributed to the Joint Health and Safety Committee & Coworker Committee at IKEA Hyderabad.
- Participated in creating multiple internal communication videos for IKEA Hyderabad.
- Executed a live project for Valentine's promotion with Central Mall, featuring an interactive installation.