

MRUDULA NIKTE



PROFILE

With a background in fashion design and a Master's in entrepreneurship, I bring a 360° understanding of what it takes to build and scale a successful fashion business; from designing collections and managing production to developing strategy and navigating vendor relationships. My experience has taught me how to stay calm in high-pressure situations, think strategically, and lead with intention. Alongside my Excel proficiency, I've developed strong problem-solving, sales, and communication skills by working across creative and operational roles. I thrive in fast-paced environments, adapt easily and am a quick learner, making me a good match to work in diverse teams.

CONTACT

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WORK EXPERIENCE

SALES & VISUAL MERCHANDISING FOR PAPA DON'T PREACH AT BY ROTATION STORE May 2025

- **Led the initial visual merchandising setup;** arranged inventory by colour families, price range and collection themes; styled window displays and in-store accessory placements to create a cohesive, eye-catching experience.
- **Maintained accurate inventory flow** using Excel, ensuring sold items were promptly logged and replenished with new stock on the floor, enabling smooth day-to-day operations.
- **Delivered personalised styling consultations,** matching clients' wedding themes with design stories of the collection; suggested customisations and accessories to align with their vision and budget.
- **Supported photoshoots** by managing logistics, coordinating outfit line-ups, assisting the makeup team, and handling props and lighting setups; also captured behind-the-scenes content for social media.
- **Coordinated task scheduling** with a team of four using Excel-based timetables to ensure seamless transitions between shoot support and retail floor assistance during peak hours.

EVENT CO-ORDINATOR AT LONDON COLLEGE OF FASHION, UAL Sept 2024-May 2025

- Led end-to-end logistics for industry events, e.g. panel discussions, exhibitions, and workshops.
- Handled catering logistics, audio set-up & equipment organisation; greeting guests and managing seating arrangements for a large crowd alongside being a team player; followed by event hosting.

PRODUCTION ASSISTANT AT LONDON FASHION WEEK FOR TOLU COKER February 2025

- Coordinated backstage logistics and guest movement and provided exceptional customer service
- Liaised between production and creative teams to maintain tight show schedules.

PRESIDENT- EVENT DIRECTOR AT AIESEC IN INDIA 2020-2021

- Led a team to transition a flagship in-person event online during COVID-19.
- Managed sponsorship, logistics, and sales; secured £500 funding and 300+ ticket sales.

WORK EXPERIENCE & ACHIEVEMENTS AS A FASHION DESIGNER 2021-2024

- **UAL x Burberry Design Finalist-** (2024)
- **UAL Entrepreneurship Challenge Winner:** Camden Changemakers – 1st prize & project funding- (2024)
- **BLUER-** Fashion Designer (2023) Worked with denim, explained pattern development; vendor & stakeholder management. Worked on trend analysis research followed by curation of design collection for every season.
- **Geethika Kanumilli-** Fashion Designer (2022)- high-end occasion wear design collection along with trend forecasting & fabric surface textures explorations.
- **Ajio Reliance retail** (2021) made technical packs for mass production alongside developing graphic print design

EDUCATION

MA Fashion Entrepreneurship and Innovation (Sept 2024 - Sept 2025)

London College of Fashion, UAL

Bachelor of Design, Fashion Design (2019 – 2023)

National Institute of Fashion Technology (NIFT), India

SKILLS

- **Technical:** Visual Merchandising & Retail Operations, Inventory Tracking; Vendor & Stakeholder Coordination, Production Logistics Management
- **Systems:** Certified Microsoft Excel proficiency; Adobe Creative Suite (Photoshop & Procreate).